

This Shower



VOL. 43 No. 4

THE INLAND
PRINTER JULY
1909



**Sometime,
Somewhere,
Somehow,
Somebody
May make
Some Inks
Something like
ULLMAN'S
Doubletone Inks
And
Ullmanines.
BUT NOW
Real busy and
Real prosperous
Printers use the
Real thing
THAT'S HERE NOW.**

Sigmund Ullman Co.

**New York
Chicago
Philadelphia**



"THE HOME OF THE ENVELOPE"

Butler Brands of ENVELOPES are made as good as skill, experience and modern mechanical facilities can make them.

Our mammoth stock contains envelopes of every description for all commercial and private purposes in all shapes, sizes, colors and qualities.

Special made envelopes of any material, according to your specifications, supplied on short notice.

We can interest you whether you order envelopes in single thousand, case or carload lots.

SAMPLES PROMPTLY FURNISHED

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER COMPANY	MILWAUKEE, WISCONSIN
BENEDICT PAPER COMPANY	KANSAS CITY, MISSOURI
SOUTHWESTERN PAPER COMPANY	DALLAS, TEXAS
SOUTHWESTERN PAPER COMPANY	HOUSTON, TEXAS
PACIFIC COAST PAPER COMPANY	SAN FRANCISCO, CALIFORNIA
SIERRA PAPER COMPANY	LOS ANGELES, CALIFORNIA
OAKLAND PAPER COMPANY	OAKLAND, CALIFORNIA
CENTRAL MICHIGAN PAPER COMPANY	GRAND RAPIDS, MICHIGAN
MUTUAL PAPER COMPANY	SEATTLE, WASHINGTON
AMERICAN TYPE FOUNDERS COMPANY	SPOKANE, WASHINGTON
NATIONAL PAPER & TYPE COMPANY (Export only)	VANCOUVER, BRITISH COLUMBIA
NATIONAL PAPER & TYPE COMPANY	NEW YORK CITY
NATIONAL PAPER & TYPE COMPANY	CITY OF MEXICO, MEXICO
NATIONAL PAPER & TYPE COMPANY	PORT OF MONTERREY, MEXICO
NATIONAL PAPER & TYPE COMPANY	HAVANA, CUBA

J. W. BUTLER PAPER CO., CHICAGO.

THE FUCHS & LANG MFG. CO.

Machinery

and

Supplies for Lithographers
and Printers

29 Warren Street : : : NEW YORK
328 Dearborn Street : : : CHICAGO
150 N. Fourth Street, PHILADELPHIA
44 High Street : : : : BOSTON
Factory : : : RUTHERFORD, N. J.

OWNERS OF
Emmerich & Vonderlehr
Machinery

SOLE SELLING AGENTS FOR

The McKinley Perfection Distributing Roller

Improves
Your Work
Saves Ink
Gives Perfect
Distribution
Simple but
Effective

IF YOU HAVE NOT TRIED ONE, LET US SEND YOU ONE ON THIRTY DAYS' TRIAL

A FEW TESTIMONIALS

Messrs. Jos. S. McKinley & Co., Cincinnati, Ohio:

GENTLEMEN,— We write to inform you that we have just ordered another printing-press, which should be delivered here in the course of another three weeks. When it is installed we will give you an order for your "Perfection Distributing Roller."

We are now using this roller on five printing-presses and have tested them during the last three or four months. It is a pleasure for us to say to you that this roller has proven to be just what you call it, namely, "Perfection." As Colonel Sellers used to say, "It is the lacking ingredient," and now that we have it we are not having any of the troubles that we previously had in the direction of thoroughly distributing the ink on our presses. The mechanism on this roller is *simplicity* itself, and yet the result is absolute. When the press is working, the roller must vibrate, thus the ink is bound to be perfectly distributed, and therefore all streaks and spots in the printing are done away with.

We cheerfully recommend this roller to all printers, believing that if they purchase one, that in two weeks after it is installed

they will find it absolutely necessary to have all their presses fitted up with this "Perfection Roller."

Yours truly,

CHAS. W. SHONK CO.

Messrs. Jos. S. McKinley & Co., Cincinnati, Ohio:

GENTLEMEN,— After a thorough practical test of some months, we wish to say that your rollers, which we have attached to all of our presses, have proved a source of great satisfaction and delight to us.

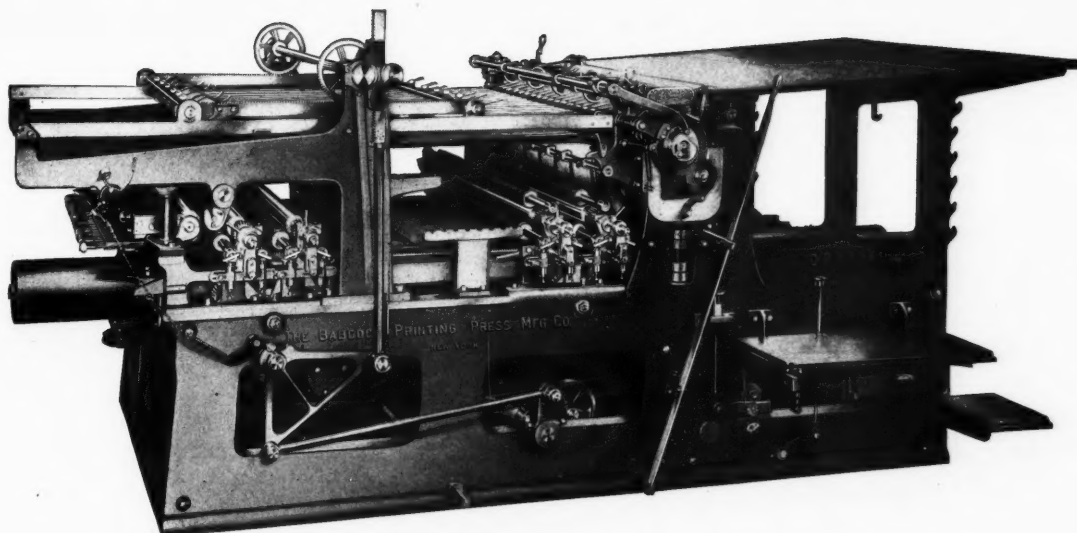
The uniform result in the work produced by their action in the distribution of the ink and the saving of time on work on which the colors run more or less solid has been such that we would under no circumstances be without them.

Yours very truly,

ACHERT & HENCKEL,
WM. K. ACHERT.

MANUFACTURERS OF

HIGH-GRADE PRINTING INKS



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
 New York Office, 38 Park Row. John Haddon & Co. Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
 Great Western Type Foundry, Kansas City, Missouri; Great Western Type Foundry, Omaha, Nebraska; Minnesota Type Foundry Co., St. Paul, Minnesota; St. Louis Printers Supply Co., St. Louis, Missouri; Southern Printers Supply Co., Washington, District Columbia; The Barnhart Type Foundry Co., Dallas, Texas; National Paper & Type Co., City of Mexico, Vera Cruz, Monterrey, and Havana, Cuba. On the Pacific Coast—Pacific Printers Supply Company, Seattle, Wash.

The Babcock Optimus The Babcock Optimus

The forms will be very heavy, requiring fine manipulation of abundant color, exceedingly powerful impression and the best of register. You tell the customer that you can print his catalogue as it should be done. Really, with the limitations of your old press in mind, you are only hoping that you can.

The old press was even worse than you thought. The customer is disappointed; thinks job almost useless. It is only fair if he leaves it with you. And you have told him in the most effectual way not to come again with that sort of work. When he gives it to someone else it is reasonable to expect his other work to follow.

How different if you had an Optimus, even an old Optimus! It makes the hard work easy; gives satisfaction; keeps the business. For heavy, exacting, fast work it is absolutely matchless. It is the machine for the big shops, and altogether best for the small ones.

Facts beat fancy and prejudice. Ask for the truth about the Optimus.

The Babcock Optimus

SET IN AUTHORS ROMAN.

Losing in Trying to Save

There is more money lost in trying to save than there is money gained by true principles of economy.

The immediate cheapness that causes ultimate loss is the unthinking man's curse.

A little saving on a cut makes a substantial loss in printing.

A little saving in a cut makes it ineffective for the purpose intended—to illustrate and convince.

CUTS THAT SELL THINGS
CUTS THAT CONVINC
CUTS THAT PRINT WELL
CUTS THAT SAVE TIME
EFFECTIVE ILLUSTRATIONS

—*We Make These.*

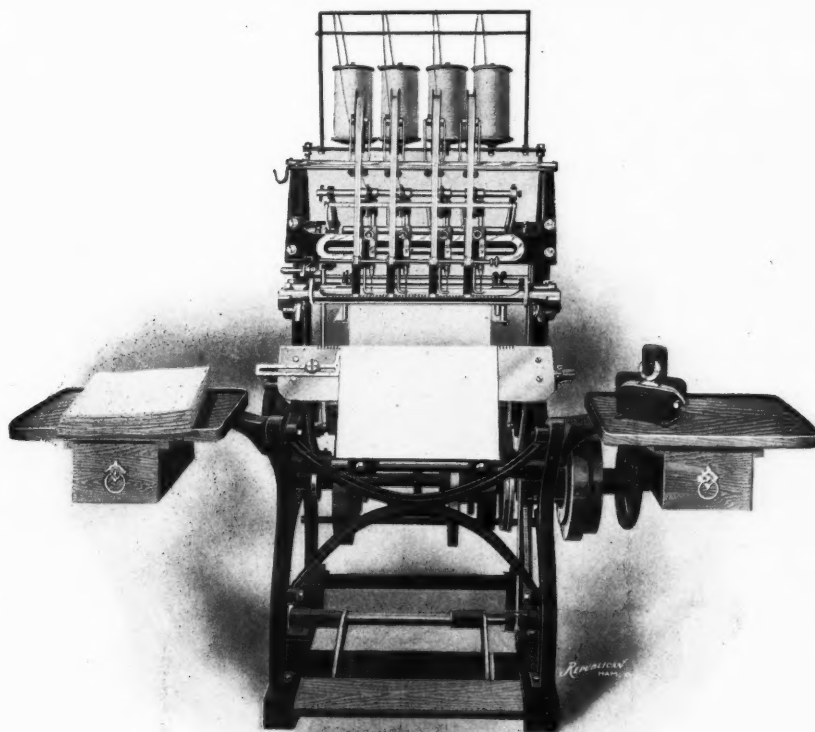
They are not cheap until the returns are all in—then they are cheap. For the Best is the Cheapest. *We make the Best.*

Delivered as Promised.

The Inland-Walton Engraving Co.
130 Sherman Street, Chicago

National Book Sewing Machine

A MACHINE TO SAVE YOU MONEY



Straight Needles. Tight Sewing. Adjustable Stitches. Economical
Takes work from $2\frac{1}{4} \times 1\frac{1}{2}$ inches up to $15 \times 10\frac{1}{2}$ inches.

RAPID - SIMPLE - DURABLE

SAMPLES OF THE WORK OF THE NATIONAL SENT ON REQUEST

FOR FULL INFORMATION ADDRESS

T. W. & C. B. SHERIDAN CO.

EXCLUSIVE SELLING AGENTS

56-58 Duane Street, New York

149 Franklin Street, Chicago

OR

Joseph E. Smyth, Manufacturer, 150 Franklin St., Chicago



The Queen City Printing Ink Co.

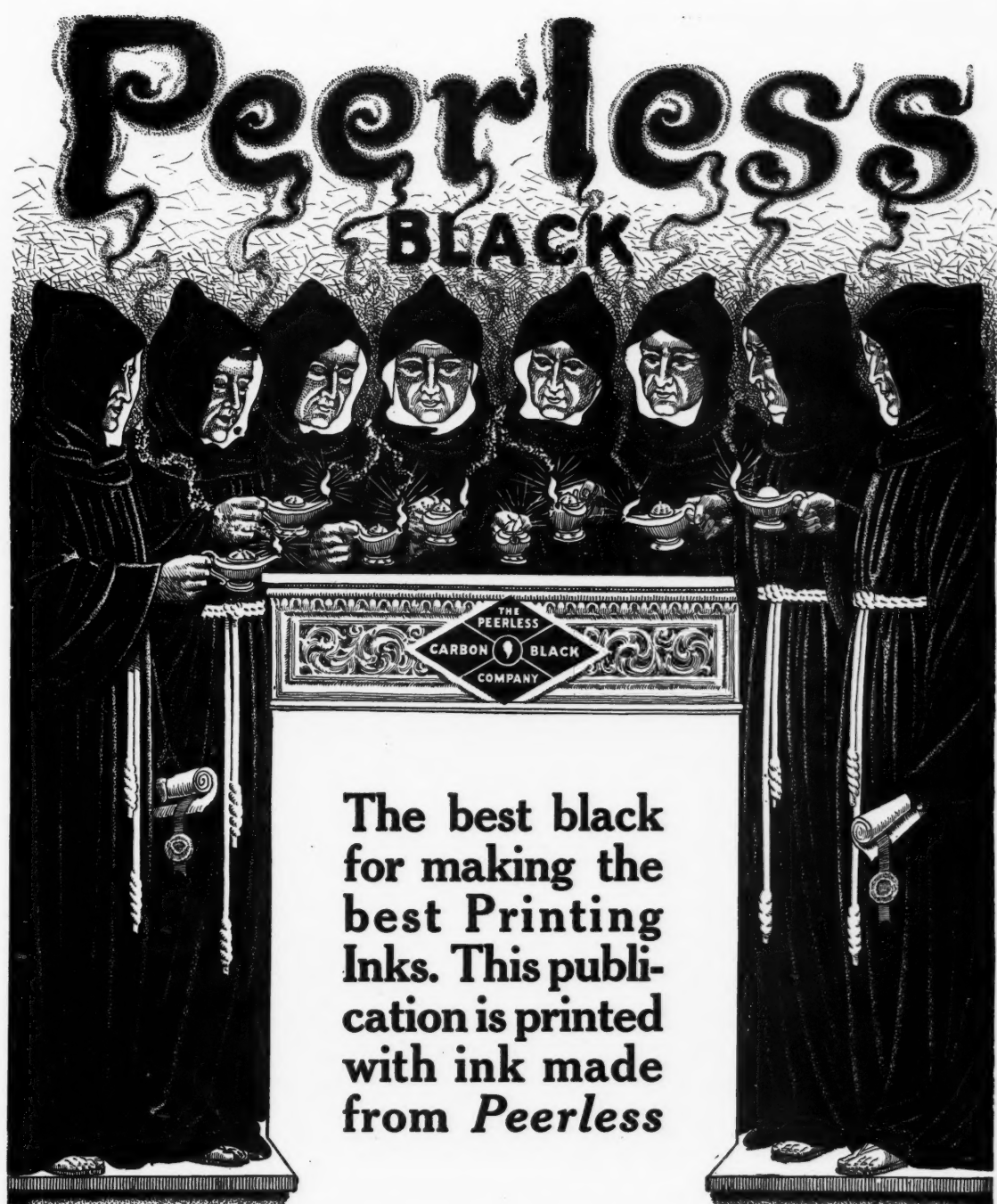
Makers of High-grade Printing Inks



CINCINNATI
CHICAGO
BOSTON
PHILADELPHIA
KANSAS CITY
MINNEAPOLIS

Peerless

BLACK



The best black
for making the
best Printing
Inks. This publi-
cation is printed
with ink made
from *Peerless*

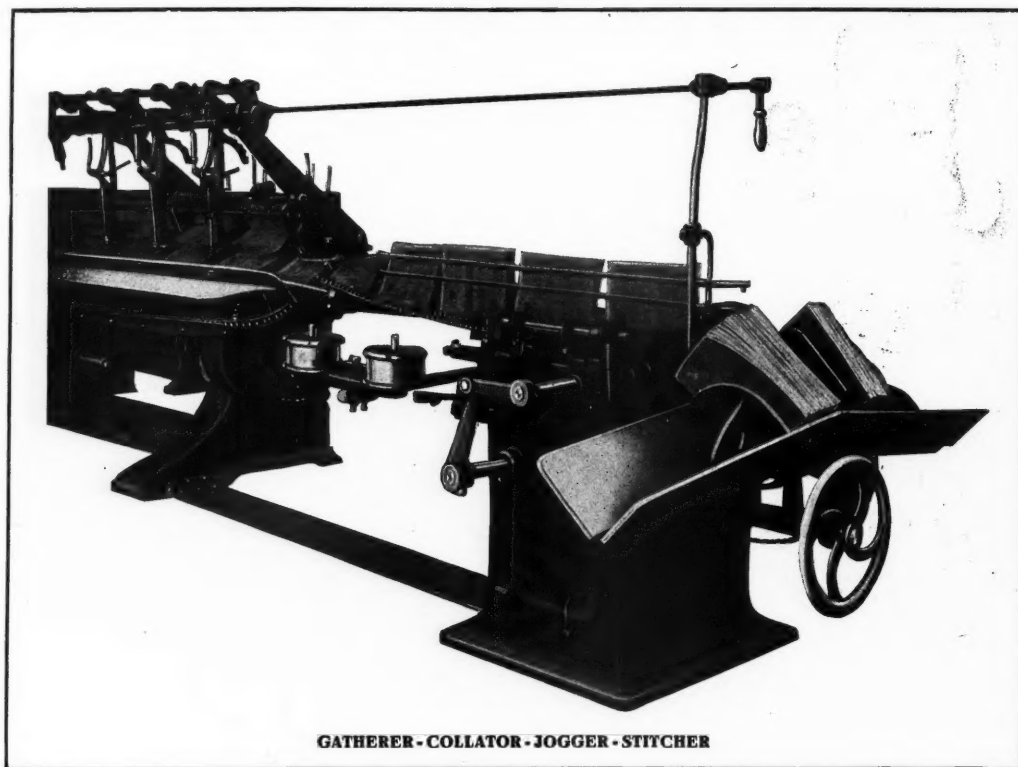
The Peerless Carbon Black Co., Ltd., Pittsburgh, Pa.

BINNEY & SMITH CO., *Sole Selling Agents*, 81-83 Fulton St., New York, N. Y.

63 Farringdon Street, London, E. C., England.

90 Rue Amelot, Paris, France.

W. Kohnk, Kaufmannshaus 179, Hamburg, Germany.



GATHERER - COLLATOR - JOGGER - STITCHER

Four operations at one and the same time,
consequently great saving of time and labor

These machines are covered by U. S. Patents Nos. 761,496, 763,673, 768,461, 768,462, 768,463, 779,784, 783,206, 789,095, 828,665, 813,215, 846,923. Action has been commenced against Gullberg & Smith for making machines in infringement of patent No. 761,496, covering the Detector or Caliper. Sellers and users of the infringing machines are also liable.

WATCH THIS SPACE
FOR A LABOR-SAVER TO BE
PLACED ON MARKET BY US

GEO. JUENGST & SONS
CROTON FALLS, N. Y.

RIESSNER'S EUREKA GOLD INK

THE VALUE OF

a good gold ink depends on its working qualities and its efficiency to show bright gold effects. We have devoted years of patient endeavor to secure a gold ink along these lines. We firmly believe that in

EUREKA GOLD INK

the problem has been solved. This ink not only prints bright gold, but works like any ordinary ink on all kinds of coated paper. This ink is worth your careful consideration.

RICH GOLD	\$3.00 per pound
PALE GOLD	\$3.00 per pound
ALUMINUM	\$4.00 per pound

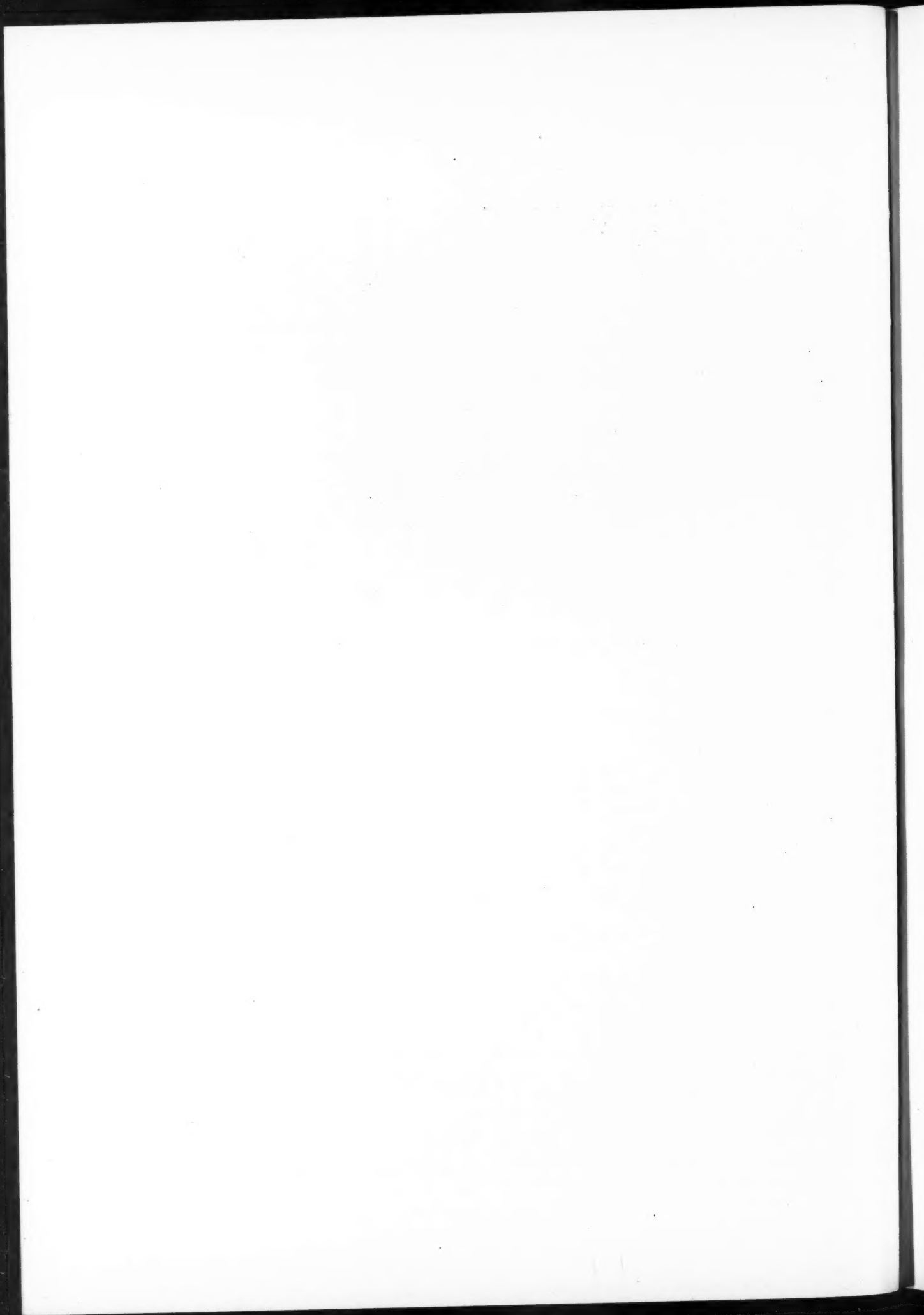
SPECIAL DISCOUNTS IN QUANTITIES

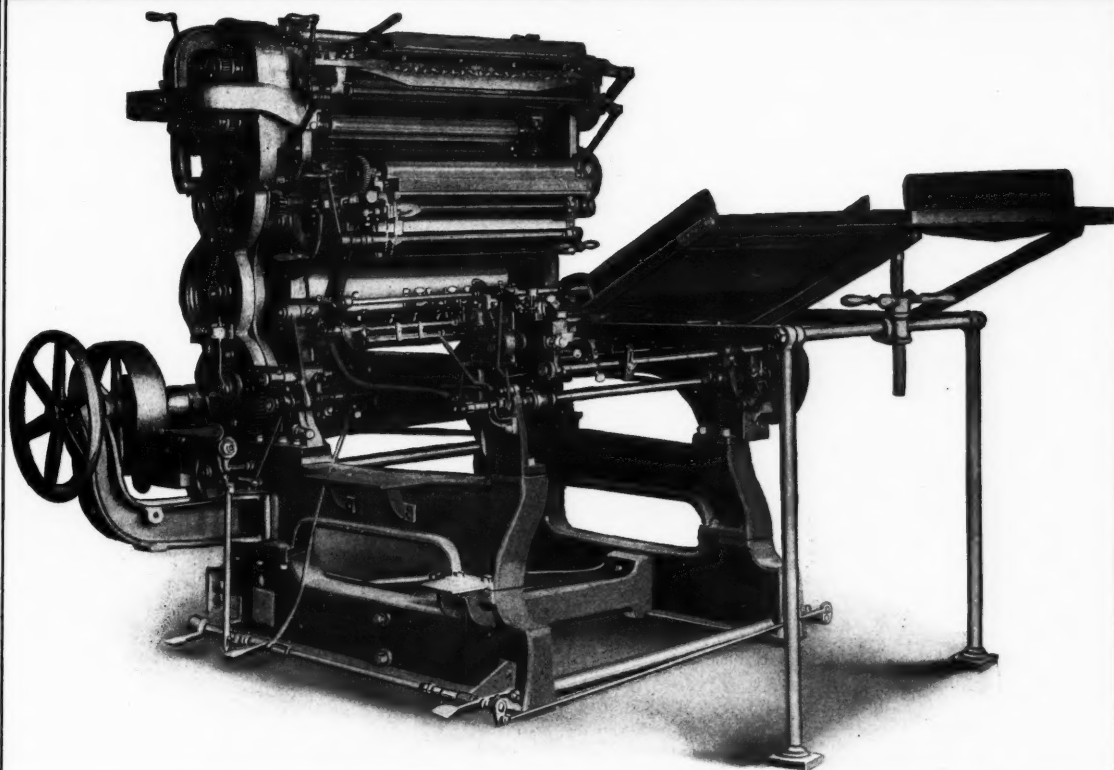
Quarter pound sample tube sent
postpaid on receipt of 75 cents

T. RIESSNER

57 GOLD STREET

NEW YORK





If a Chinaman can use a Harris press, can't you ?

Don't say the Harris offset press is too big a proposition and let it go at that.

Find out if it really is.

Don't say you would like to have a Harris offset press, and hope to some day.

Do the way your little neighbor has done and get one.

May be you don't realize that we have sold several Harris offset presses to printers in towns of less than twenty-five thousand people (names on application). If these printers in these small towns can use our machine profitably and turn out better work than they ever have before, there is no reason why you can't.

Better look into it. It won't cost you anything but your time. We'll take care of the expense, if there is any, in giving you the information you ought to have.

"I will write" is a poor thought.

"I have written" is a better one.

Have you ?

THE HARRIS AUTOMATIC PRESS CO.

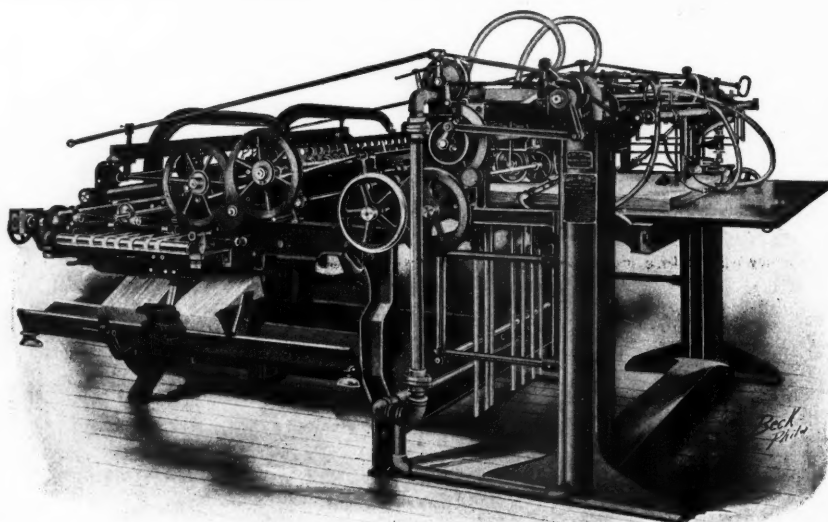
CHICAGO OFFICE
Manhattan Building

FACTORY
NILES, OHIO

NEW YORK OFFICE
1579 Fulton
Hudson Terminal Building

THE CHAMBERS

Paper Folding Machines



Double-Sixteen Folder with Automatic Feeder

An accurate machine of especial value on long edition work.

Among several sizes our customers find No. 528 is adjustable for 90 per cent of all such work in ordinary binderies.

The machine folds sheets from 40 x 54 to 19 x 26 inches, giving a folded page ranging from 10 x 13½ to 4¾ x 6½ inches.

All desirable modern appliances. Accurate, reliable work guaranteed.

Chambers Brothers Co.

Fifty-second and Media Sts., Philadelphia, Pa.

Chicago Office : : : 59 West Jackson Boulevard

Rebuilt Linotypes

Model 1, *Two-letter* Linotypes

All worn parts replaced by new.

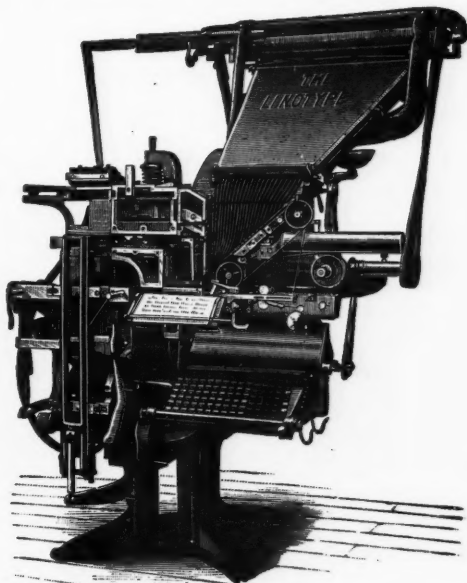
Guaranteed to produce as good a slug as from a new machine.

All machines sold with new matrices and new spacebands.

¶ This is the only company that rebuilds Linotypes, that maintains a regular force of machinists and is equipped with up-to-date machinery.

¶ We have an exclusive special license to use patented attachments in rebuilding Linotype machines.

¶ All parts used by us in rebuilding Linotypes are purchased from the Mergenthaler Linotype Company, and are made in the United States. Prompt delivery. Prices and terms on application. :: :: ¶ If you want other model Linotypes, write us.



We have completed special tools and attachments for the accurate repairing of Spacebands.

Price for Repairing Spacebands, each - - - 25 Cents

WE GUARANTEE ALL OUR WORK.



*If you have a Linotype to sell
If you wish to buy a rebuilt Linotype*

WRITE US



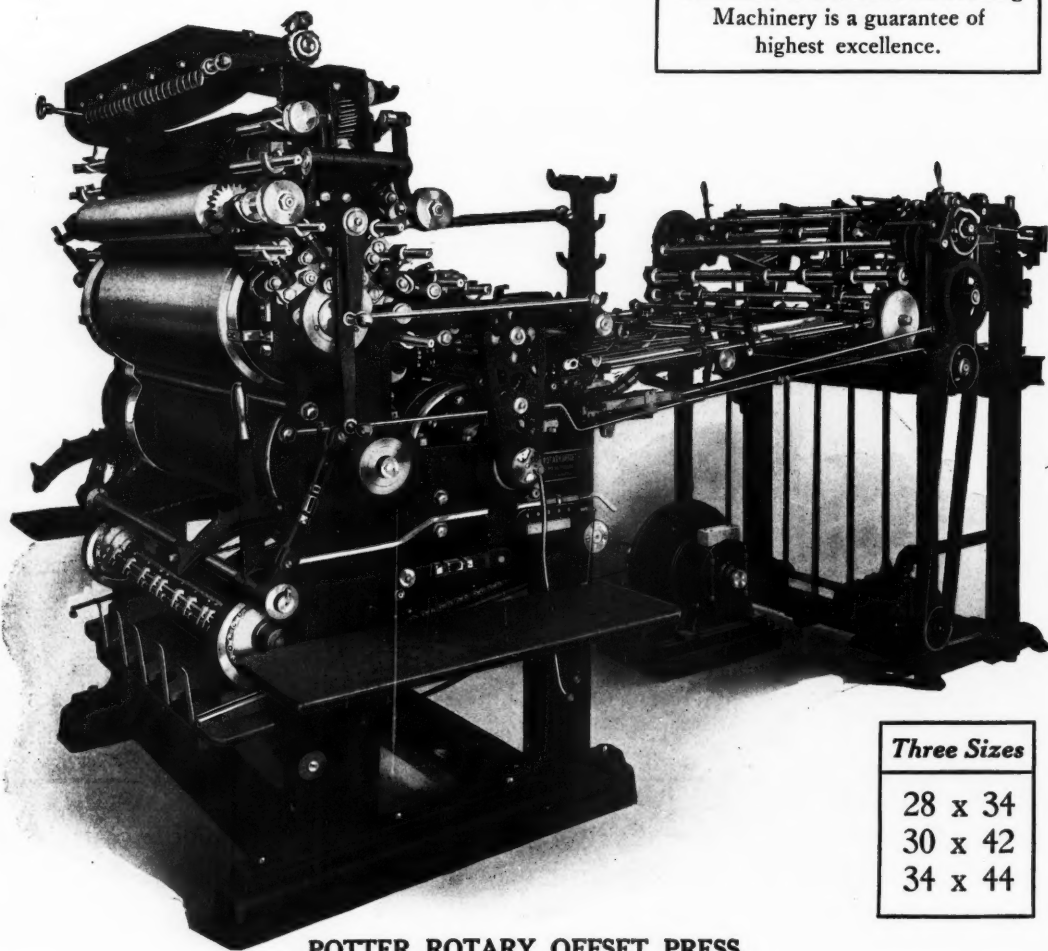
Gutenberg Machine Company

WILL S. MENAMIN,
President and General Manager.

545-547-549 Wabash Avenue, CHICAGO

If It's a POTTER It's *The Best*

The name **POTTER** on Printing Machinery is a guarantee of highest excellence.



Three Sizes

28 x 34
30 x 42
34 x 44

POTTER ROTARY OFFSET PRESS.

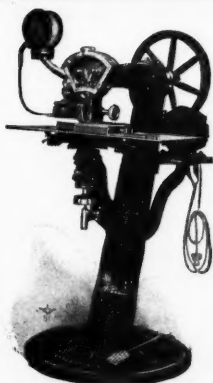
*Simplest, Strongest, Surest,
Greatest Efficiency, Least Trouble,
Either Hand or Automatic Feed.*

POTTER PRINTING PRESS CO.
PLAINFIELD, N. J.

D. H. CHAMPLIN, 342 RAND-McNALLY BLDG., CHICAGO, *Western Sales Agent.*

Latham Machinery Co.

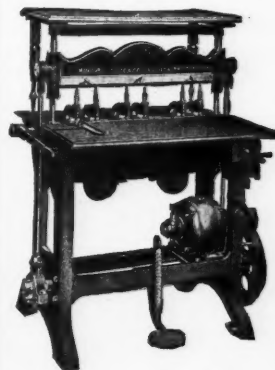
Below see illustrations of some of the many LATHAM MONITOR MACHINES, which stand for Quality, and are used by printers and bookbinders who produce high-class work.



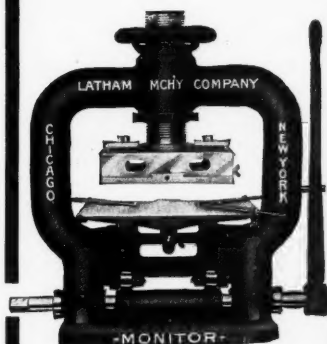
*Monitor Wire Stitcher No. 1
20th Century*



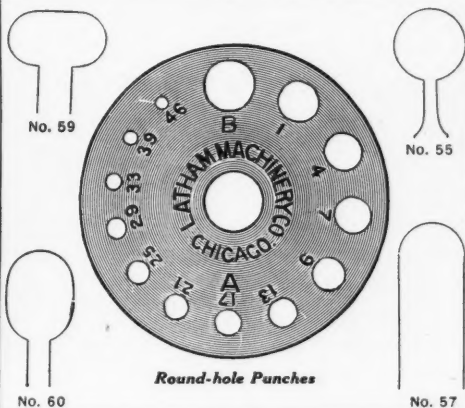
Monitor Power Perforator



Monitor Multiplex Punch



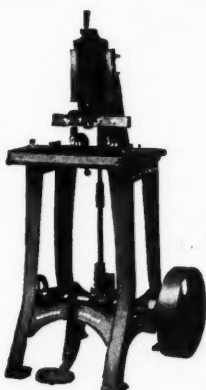
Monitor Bench Embosser



Round-hole Punches



Monitor Paging and Numbering Machine



Monitor Duplex Punch

Latham Machinery Co.

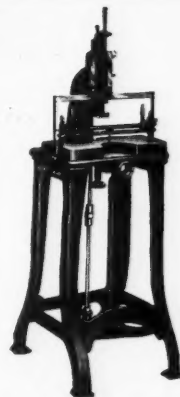
197-201 S. Canal Street

Chicago, Ill.



BOSTON . . 220 Devonshire Street

NEW YORK 8 Reade Street



Monitor Round-corner Punch and Index Machine

An Invitation



cordial invitation is extended every user of Printers' and Bookbinders' Machinery to visit our *new* New York offices in the Fifth Avenue Building, 23d and Broadway July and August are vacation months. . . . Whether it be on play-day pleasure or busy business we extend not only a "welcome to our city," but the earnest assurance that it is our wish and pleasure that you make *our* office *your* headquarters while you are in New York

Sincerely

Dexter Folder Company

Another Invitation



We have just issued a new Catalog, by far the largest and best we have ever attempted It shows our complete line of Folders, Feeders, Cutters, and other Bookbinding Machinery. This Catalog is too expensive for general distribution, but we are anxious that every user of our line of machinery should have a copy Three quarters of the edition has been mailed . . If you have not received one, please write us . . We have one left for you . . Ask the nearest office

Dexter Folder Company

New York Chicago Boston San Francisco

Southern Agents: Dodson Printers' Supply Company, Atlanta, Georgia

UP!

UP!!

UP!!!

That's the way the sales of

Worthmore Bond

(it has the crackle)

are going.

Can fulsome praise, alluring adjectives or our own personal opinion put a hot shovel under the Thermometer of Sales and send the mercury airshipping?

Hardly. The splendid qualities of this paper sell it—not talk or introspective approval.

Right out in the world of competition **Worthmore Bond** is simply walking away from its rivals.

More used last month than the month before—because more people tried it!

(The sample supply is still subject to your draft.)

THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO, AND NASHVILLE, TENN.

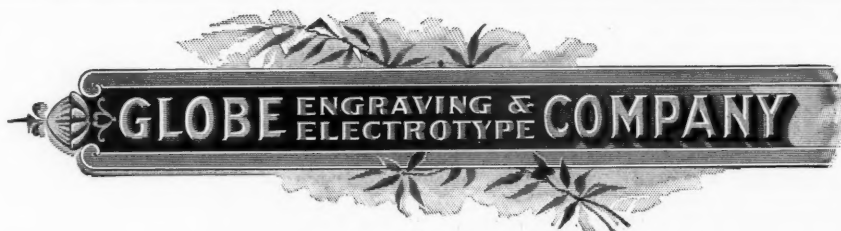
BAY STATE PAPER COMPANY

BOSTON, MASS., AND NEW YORK, N. Y.

UNDOUBTEDLY ALL publishers and printers have noticed the claims of unusual superiority for lead-molded and steel electrotypes.

As the largest producers of electrotype plates in the world, with a business created entirely on quality and service, we claim for our electrotypes an exact duplication and a **printing quality equal to the original**, and for our nickeltypes an extra wearing quality for long runs and for color printing.

“The proof of the pudding is in the eating” and the publisher and printer that appreciates quality is respectfully invited to test our service. We also make designs, drawings, half-tones, zinc etchings, woodcuts and wax engravings, but—we do no printing.



407-425 Dearborn Street, CHICAGO

OUR PRICES are popular. If you are a buyer of Engravings you should have our **Scale of Prices**, the most complete, comprehensive and consistent scale ever issued. With it on your desk, the necessity for correspondence is practically eliminated.



THE
AULT & WIBORG Co.

MANUFACTURERS OF

LETTERPRESS AND LITHOGRAPHIC

PRINTING INKS

CINCINNATI . NEW YORK . CHICAGO . ST. LOUIS
BUFFALO . PHILADELPHIA . MINNEAPOLIS . SAN FRANCISCO
HAVANA . CITY OF MEXICO . BUENOS AIRES
TORONTO . LONDON



THE AULT & WIBORG CO.
DUPLEX. SEPIA G. S. 831-14.

Three Sane Reasons

Why the thoughtful and enterprising printer or lithographer should use "THE KOHLER SYSTEM" of control:

PROTECTION—Because when your press is equipped with our push-button controller system, you not only protect your press but you also protect the feeder, pressman or operator.

CONVENIENCE—Because a press can be started or stopped from convenient stations or points about your machine quickly and with positive effect—a great saving of time, as well as an increase in the actual hours and minutes of service, which means an increase of output.

ECONOMY—Because it enables the printer with "THE KOHLER SYSTEM" to compete with the most exacting competitor in quantity of output, reduction of cost in production, the elimination of "wear and tear," as well as safety to his workmen.

The Kohler System

of Multiple Push-Button Automatic Speed Control for the electrical operation of flat-bed printing presses and other machinery is being rapidly recognized and put in service by the up-to-date printers of the country, and if you have not already familiarized yourself with the important and advantageous features of our system, why not investigate it—see from your own standpoint of reasoning whether our claims are well founded or not.

Its installation is simple and inexpensive, and its great advantages are of vital importance to the owner.

Remember, "THE KOHLER SYSTEM" will meet the most exacting demands of every known form of machine which requires *precise, accurate, instant and infallible control*.

Tell us the kind of machinery you use, its make, size and the voltage of your power circuit, and we will send bulletins describing how we operate it.



KOHLER BROTHERS

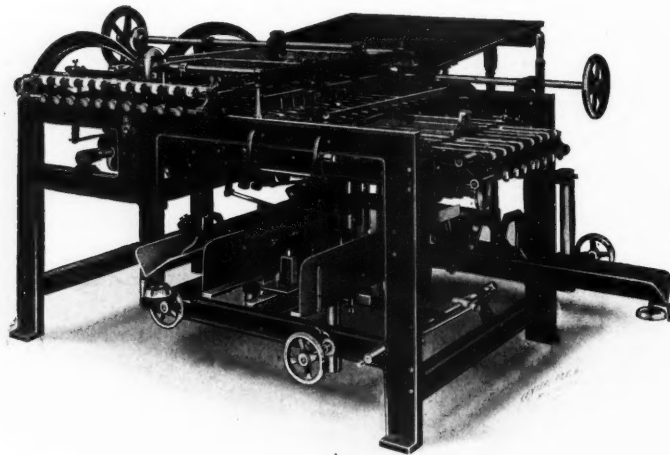
NEW YORK OFFICE
1 Madison Avenue

CHICAGO
Main Offices, 277 Dearborn Street

LONDON OFFICE
56 Ludgate Hill, E. C.

When you have been sufficiently
misled, by buying imitations of our
product, drop us a line.

Established **27** years ago.



“Togo” Catalog Folder

Made by

Brown Folding Machine Company

ERIE, PA., U. S. A.

New York
Chas. A. Sturtevant & Co.
38 Park Row

AGENCIES
London, W. C., J. Collis & Sons,
42 Regent Square, Gray's Inn Road

Chicago
Chas. A. Sturtevant & Co.
355 Dearborn Street

ESTABLISHED 1830

To the Trade: We beg to announce a new



Coes Knife

which we are selling as our "New Process" Knife. We have been supplying this knife in its improved form for over a year to our largest customers with the best results.

It is sold on our regular list *at no advance* in price.

Following our established habit of *raising quality* to the customer at no extra expense to him.



COES' RECORDS

- First to use Micrometer in Knife work (1890).
- First to absolutely refuse to join the Trust (1893).
- First to use special steels for paper work (1894).
- First to use a special package (1901).
- First to print and sell by a "printed in figures" Price-list (1904).
- First to make first-class Knives, any kind (1830 to 1905).

COES
Is Always Best!

Same package.
Same warrant. Ask us.

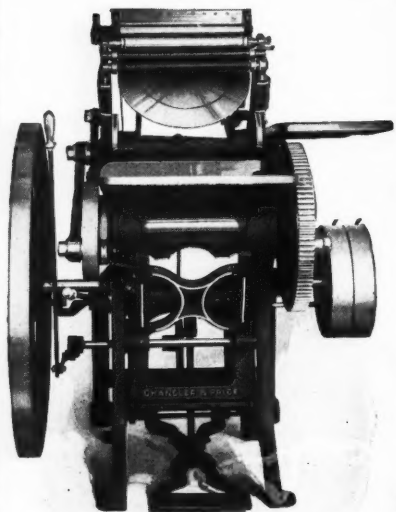
Loring Coes & Co. INC.

DEPARTMENT COES WRENCH CO.

Worcester, Massachusetts

NEW YORK OFFICE — G. V. ALLEN, 21 Murray Street
Phone, 6366 Barclay

Over 35,000 Chandler & Price Gordons Sold



This is remarkable, but listen: Of the more than 35,000 Presses sold and delivered by this Company, not one has ever been returned to the factory as defective in material or workmanship.

We have sold more than 22,000 Presses since the beginning of this century — less than nine years.

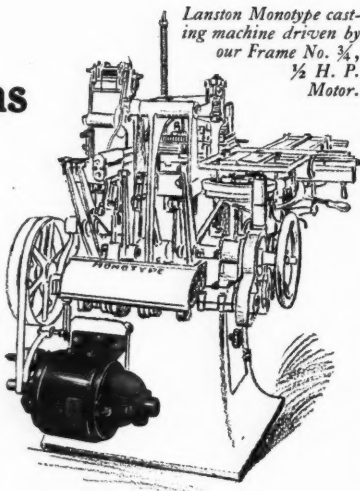
As printers' requirements become more exacting, Chandler & Price Presses become more in demand. As economy becomes more necessary, the sales of Chandler & Price Presses increase; as the necessity to get work out quickly increases, the popularity of Chandler & Price Presses increases.

No radical changes in essential principles have been made in the Chandler & Price Jobber, but a refinement in manufacturing has gone on with development in manufacturing processes.

The CHANDLER & PRICE COMPANY
Makers — CLEVELAND, OHIO — U. S. A.

Power Problems

Our Engineering Department has solved many power problems similar to yours. It can solve yours. Write us for free advice. Our policy of specialization has made the :



Lanston Monotype casting machine driven by our Frame No. 34, 1/2 H. P. Motor.

Robbins & Myers "STANDARD" Motors

(Direct Current, All Purposes, 1/10 to 15 H. P.)

far superior to any other small motor on the market. We have a supply of motors of all types for printing shops on hand all the time at our factory and at the branch offices ready for immediate shipment. Write us your needs. If we haven't the right motor in stock we will make it for you.

THE ROBBINS & MYERS CO., 1325-1425 Lagonda Avenue, Springfield, Ohio.
Branches in NEW YORK, 145 Chambers St.; PHILADELPHIA, 1109 Arch St.; CHICAGO, 48 W. Jackson Blvd.; BOSTON, 176 Federal St.; CLEVELAND, 1408 West 3d St., N. W.; NEW ORLEANS, 312 Carondelet St.; ST. LOUIS, Locust and 11th Sts.; KANSAS CITY, 120 W. 13th St.

THE BEST SORTCASTER

Says the

**Mergenthaler
Linotype Co.**

Is the

Nuernberger-Rettig
of Chicago

Write any office of the
Mergenthaler Linotype Co.

or Manufacturers

Universal Automatic Type-Casting Machine Co.
97-99 North Sheldon Street, Chicago

The Particular Business Man

can not be too exacting in the selection of his stationery. The local printer can serve his home merchants and professional men in no better manner than to interest them with the acknowledged artistic form of correct stationery.

Steel Die Embossing Work

is pronounced by the best authorities as the acme of *quality* and *distinction*. We have an interesting proposition to offer the local printer to become our representative.

Our System Will Interest You

We will place in the hands of the local printer full information, samples, prices, etc., enabling him to go among his clients and solicit steel-die work. There is a good margin of profit for you. Show your customers the quality and character of our work. Write to-day for further particulars.



TUB-SIZED

LOFT-DRIED

No. 630

"Lisbon Extra Strong"

A high water-mark in the art of papermaking.
An excellent correspondence paper.
Finish suitable for printing or lithography.

*Taking a Good Impression,
It Makes a Good Impression.*

We are exporting large quantities of this paper, and are making renewed efforts to make it better known in home and foreign markets.

PARSONS TRADING COMPANY

20 Vesey Street NEW YORK

London, Sydney, Melbourne, Wellington, Havana, Mexico, D. F.,
Buenos Aires, Bombay, Cape Town.

Cable Address for all Offices—"PARTRACOM."

Have You Adopted a Cost System?

Do you *know*, or are you trying to find out what your work *is* costing and *should* cost you? If so we want *you* to know what the *Inland* and the *users* of its product know about the

**ANNOYANCE-SAVING, TIME-SAVING, LABOR-SAVING,
EXPENSE-SAVING, MONEY-SAVING FEATURES** of the

Inland Standard Line Unit Set Type

**The type that has the wearing-quality, The type that has the customer-getting quality,
The type that has the style-quality, The type that has the labor-saving quality,
The type that has every letter perfect in face, in body, in set, in height.**

**WILL YOU LET US TELL YOU HOW WE CAN SAVE YOU 10 TO 25%
IN YOUR COMPOSING ROOM AND PRESS ROOM? WRITE US TODAY**

12th & Locust, Saint Louis
188 Monroe St., Chicago
160 William St., New York

Inland Type Foundry

Set in Heavy Caslon, Recut Caslon, Recut Caslon Italic. Border No. 683



No 12345

FACT SIMILE IMPRESSION

THE SIZE—1½ x 1¼ IN.

BATES NUMBERING MACHINE COMPANY, 700 JAMAICA AVE., BROOKLYN, N. Y.

THE NEW IMPROVED BATES—Price \$8

ALTHOUGH far superior to any other Typographic Numbering Machine upon the market, this machine will remain at the low price quoted above instead of being advanced in price as have the machines of other makes.

The machine is type-high and designed to be locked in the chase with the form, wholly surrounded by type matter, or used separately to print number only. It is simply constructed, yet built to stand the hardest use you can put to it. Wheel case is made of nickel-bronze, insuring strength and durability as well as making the best bearing surface for the up-and-down moving plunger. The plunger and other working parts are made of steel. The figures engraved on the best quality steel wheels, are practically indestructible. The machine is automatic and numbers from 1 to 99,999 consecutively. Every machine is tested in our factory up to 15,000 impressions per hour.

LET US SEND YOU A MACHINE ON APPROVAL

We don't want you to buy on our mere say so and for that reason we are anxious to send you a machine on 10 days free trial so that you can see for yourself the advantages our machine has over other makes. If after using the machine 10 days you wish to keep it, you may remit the price, \$8.00, otherwise simply return it at our expense. Why not write for a machine now while you're thinking of it?

IF YOU HAVE A JOB PRESS

It's all you need with which to use our
PERFECT IMITATION TYPEWRITTEN LETTERS

There's a splendid chance in your locality to handle this work at a profit, with little or no extra expense.

Our process is simple, no special apparatus required and no royalties to pay.

Letters printed in purple, blue, black, green or red with our Ribbon Process are ready for use on any Typewriter, so that a perfect letter is produced when name and address are filled in. Investigate.

Write us to-day for full particulars. Complete instruction book goes with each outfit.

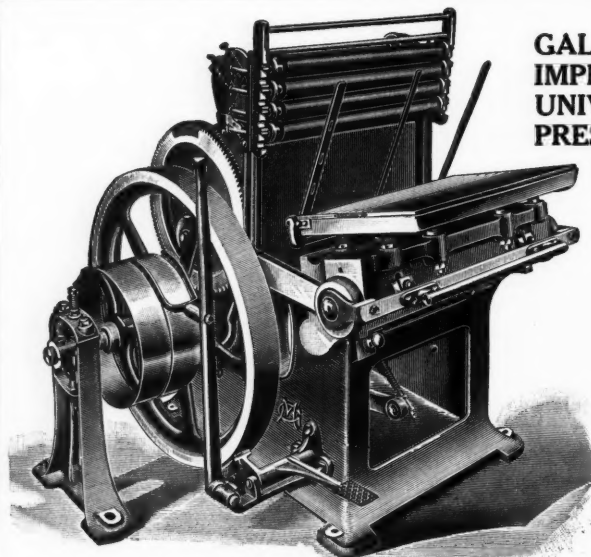
THE TYPERIBBON MFG. CO., 113-115 Sherman St., Chicago

James White Paper Co.



COVER AND BOOK PAPERS

210 MONROE STREET - - - CHICAGO

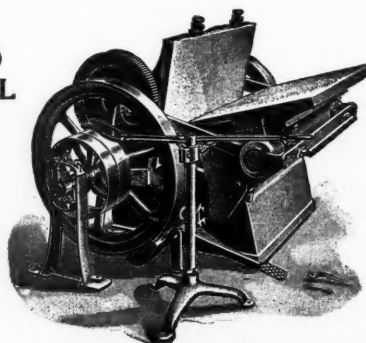


17 x 25 inside chase. The largest Platen Printing-Press in the World.

IMPROVED STYLES

Quarto Medium, inside chase, - - 10 x 15	Emboss No. 1, inside chase, - 21½ x 22
Half Medium, " - - 13 x 19	Emboss No. 2, " - - 24 x 26
Half Super Royal " - - 14 x 22	Stamper No. 3, " - - 24 x 26
Super Royal No. 4, " - - 17 x 25	

GALLY IMPROVED UNIVERSAL PRESSES



30 x 44 inside chase. The Largest in the World.

The Cutting and Creasing Presses are built in 5 styles and are the Most Powerful and Largest Made in the World.

No. 1 - - 20 x 30 inside chase	No. 2 - - 23½ x 31 inside chase
No. 1½ - - 22½ x 30½	No. 3 - - 27 x 40
No. 4 - - 30 x 44 inside chase	

**4 Styles Printing Presses—5 Combinations
3 Styles Embossing Presses
Stamping Press**

Sold by all reputable dealers in the world

Send for Catalogue or ask nearest Dealer

THE NATIONAL MACHINE CO., 111-135 Sheldon Street, Hartford, Conn., U. S. A.
SOLE MANUFACTURERS

PROGRESSIVE HALF-TONE BLACK

THE BLACK INK
OF QUALITY
Without an Equal

Thalmann Printing Ink Co.

Main Office and Factory, ST. LOUIS

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BRONZING MACHINES

FOR LITHOGRAPHERS AND PRINTERS

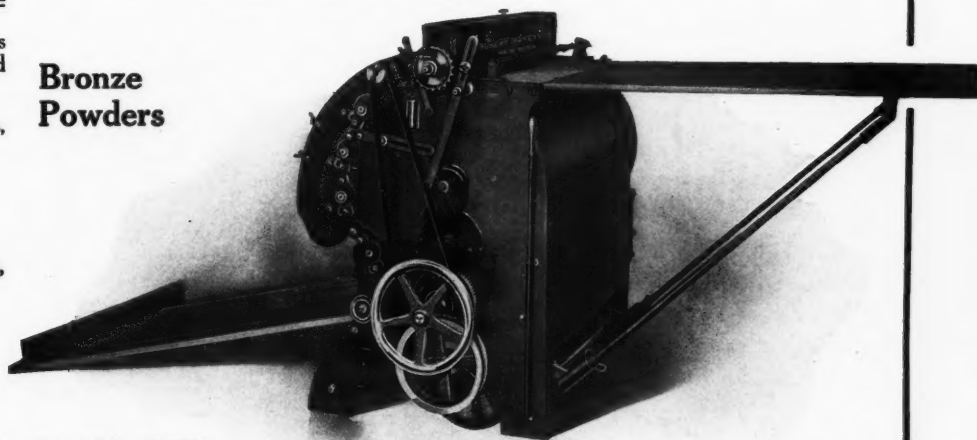
GUARANTEED IN EVERY RESPECT

OTHER specialties
manufactured and
imported by us:

Reducing Machines,
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Machines,
Ruling Machines,
Parks' Renowned
Litho. Hand Presses,
Steel Rules and
Straight-edges,
Lithographic Inks,
Lithographic Stones
and Supplies.

Sole Agents for the
United States and Can-
ada for the genuine
Columbia Transfer Pa-
pers — none genuine
without the water-mark
on every sheet.

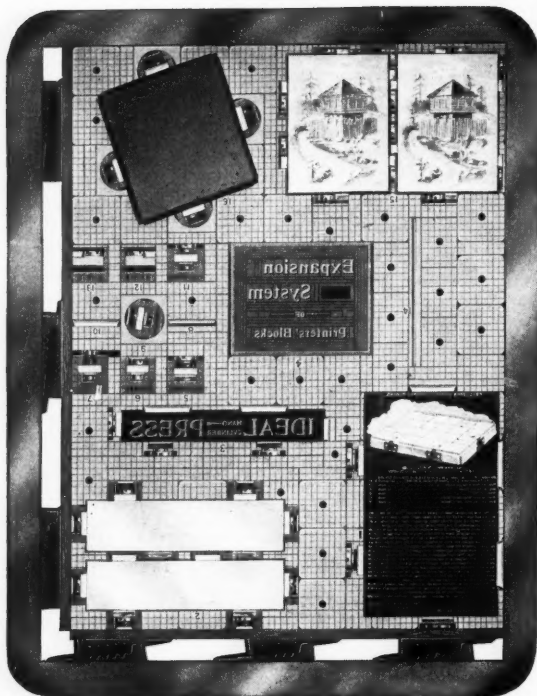
**Bronze
Powders**



Patented April 5, 1904
Patented May 30, 1905
Patented April 7, 1906
Other patents pending.

We do Repairing

MANUFACTURED BY
ROBERT MAYER & CO. 19 EAST 21ST STREET, NEW YORK
Factory — Hoboken, N.J. San Francisco
Chicago Office — Monon Bldg., 314 Dearborn St.



Cost :: System Tests

Equip one press with the Expansion System and keep tab on the results. Here are some of the details it will show: A saving of 20 to 25 per cent on electros, a material saving in make-up time, a reduction in the waiting time of the press, register work done in a fraction of the time required by old methods. Besides this, the Expansion System brings out the best there is in a plate, and insures absolute register.

The Expansion System means decreased cost and increased efficiency.

Send for "Printing from Plates Perfected," a booklet of details.

SOLD BY DEALERS EVERYWHERE

Chicago Salesroom and Warehouse
194-196 Fifth Avenue

Manufactured by

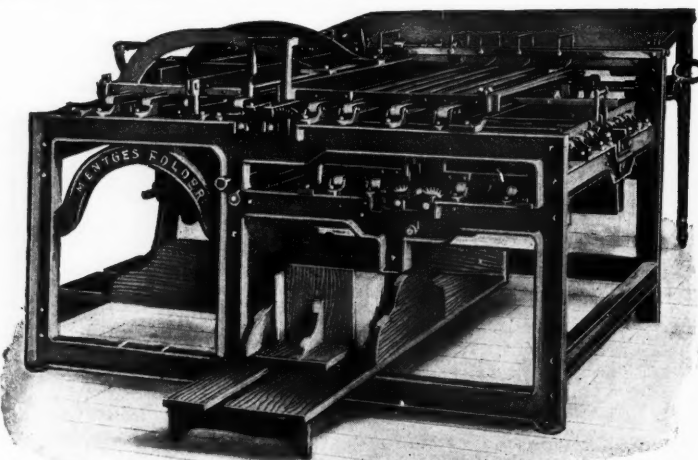
The Challenge Machinery Co.
Grand Haven, Mich., U. S. A.

MENTGES "IMPROVED" FOLDER

Combines Simplicity, Accuracy, Durability, Neatness and Speed with Folder Building Experience, making it the Most Successful Medium Priced Newspaper and Periodical Folder on the Market

Special Features—

Milled Steel Rollers.
Spring Cushion Boxes.
Polished Steel Folding Knives with saw-tooth edges.
Gear-driven Paster.
Gripper Straightener.
Back Retarders.
Eccentric Push Packer that slides in a Bab-bitted Journal.



Special Features—

Polished Steel Supplement Table.
Five-ply Maple-faced Iron-enforced Feed-Table, etc.
Entirely gear-driven.
Equipped with Bab-bitted Journals throughout.
Cast-iron Frame, Double Cap-screwed together.
Individual Tape Stands.

Information on request. Prices and Terms reasonable.

MENTGES FOLDER COMPANY . . . SIDNEY, OHIO

C. B. Cottrell & Sons Co.

SHEET-FEED ROTARY

The Eight-Hour Press

The flat-bed press has reached its limit of speed. Competition is keeping the level of prices too low for legitimate profit. The eight-hour day has added heavily to the cost of output. Editions are increasing in average run.

The printer must have presses that will—

1. *Heavily reduce the cost of press work.*
2. *Get out increased product in less time.*
3. *Make his output in an eight-hour day not only equal, but exceed, that of his former nine-hour day.*
4. *Take any desired size of form up to the full limit of press.*
5. *Absolutely ensure the finest quality of work on halftone or color work.*
6. *Have every good feature of two-revolution flat-bed presses but with double their speed.*

As usual, C. B. Cottrell & Sons Co. have successfully solved this problem.

[See next page

THE REVOLUTION IN PRESS-
ROOM METHODS IS ON

C. B. Cottrell SHEET-FEED

CONVERTIBLE SINGLE

Descriptive Details

PLATE CYLINDER

Spirally grooved, taking any size of plates, placed in any position, perfectly fastened, adjusted, registered; easily accessible for changing plates, etc.; steel cylinder bearers on both plate and impression cylinders, ensuring perfect impression and long wear.

INKING

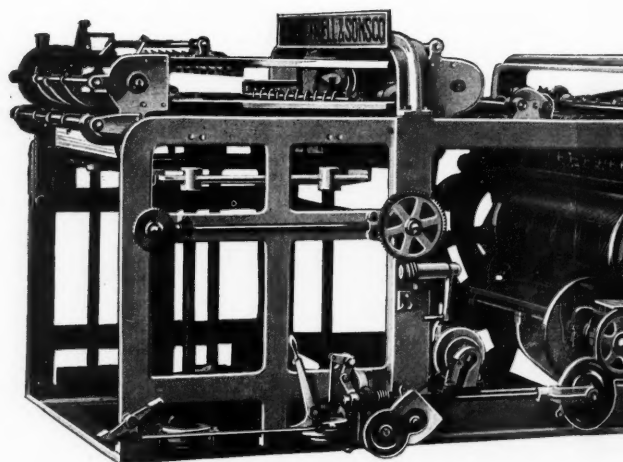
Four form rollers, supplied with the unequaled Cottrell combination of ink supply and ink distribution so successfully used on their magazine rotary presses, ensuring perfect results at any speed.

MAKE-READY

The whole inking and distributing apparatus mounted on a frame, easily rolled away, leaving plenty of space for getting at the impression cylinder for making ready, etc. Two can easily work at this cylinder, shortening the time the Press is held, and increasing the output.

DELIVERY

Convertible, either printed side up, or printed side down, a single sheet at a time—no collecting cylinder to cause smut and offset; stock piled on truck for rolling away without lifting by hand—preserves the stock from marring, smutting through handling, or damage—reduces the percentage of spoiled stock due to handling.



39 x 54 Sheet or Smaller

3,000 Per Hour—

C. B. COTTRELL

41 PARK ROW
NEW YORK

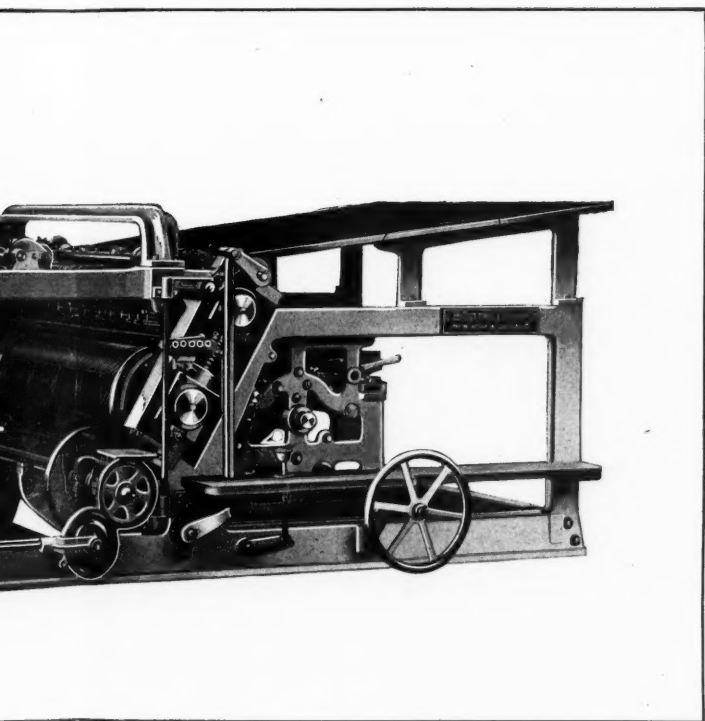
Works:
WESTERLY, R.

rell & Sons Co.

COTTRELLS "DELIVER
THE GOODS"

ED ROTARY

NGLE-SHEET DELIVERY



44 x 64 Sheet or Smaller

our—Finest Quality

RELL & SONS CO.

Works:
ESTERLY, R. I.

279 DEARBORN STREET
CHICAGO

Descriptive Details

SPEED

Limited only by feeding capacity and nature of work on the Press.

IMPRESSION

Absolutely rigid under any printing strain, any character of work, any size form up to full sheet.

REGISTER

All difficulties due to registering a revolving cylinder with a reciprocating bed, are eliminated. Two cylinders running alike in rolling contact make register absolute without doubt or difficulty.

QUALITY OF OUTPUT

The highest known to the art. All possibilities of error due to rapid reversing of a heavy bed and form are done away with, leaving a smooth, rapid running machine, without jerk or jar or strain—eliminating wear on plates because the faces of the two cylinders run in perfect unison. In proof of this, note the quality of the immense runs on COTTRELL MAGAZINE ROTARY PRESSES, with no appreciable difference between the first and last sheets.

C. B. Cottrell & Sons Co.
SHEET-FEED ROTARY

The Eight-Hour Press

Won't that big customer of yours stand for the increased price made necessary by reduction of working time to eight hours?

Here is the way out:

You figured his contract on a basis of NINE hours at 1,500 per hour, or 13,500 per day (outside figures).

Put his work on a Cottrell Sheet Feed Rotary, and get 3,000 impressions per hour, or 24,000 per day of EIGHT hours.

See ?

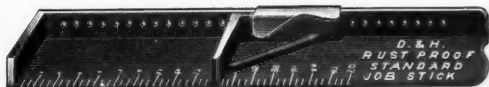
Even if you reduce it to 20,000 per day it leaves a big margin for extra profit, and still saves that customer.

P. S. If a running speed of 1,500 per hour gives a profit of 20% to the pressroom, what would be the percentage of profit if the running speed were doubled, without increasing over-head expenses, as is easily possible by adopting the Cottrell Sheet Feed Rotary?

See previous page]

THAT NEW "RUST-PROOF" FINISH YOU HAVE HEARD SO MUCH ABOUT

In point of actual service, long years of test, this Stick stands at the head of its class.



THE "D. & H." RUST-PROOF STANDARD JOB STICK

has the braced knee, which adds strength and rigidity, and is of unequalled accurateness and construction. The sliding knee is quickly adjusted to "regular" or "odd" measure. In addition to these important features, we put the Stick through a secret process, preventing absolutely the RUST of any parts. This treatment also hardens the parts and gives the Stick a VELVET and most comfortable finishing touch.

Finished in Polished Steel, Rust-Proof, and Nickled Plate at regular prices. Order "D. & H." Standard and get the best.

LENGTH	1 1/2 IN.	2 IN.	2 1/4 IN.	2 1/2 IN.	PLATING	RUST-PROOF
6-inch...	\$1.65	\$1.75	\$1.85	\$1.95	\$0.25	\$0.25
8-inch...	1.90	2.00	2.10	2.20	.30	.25
10-inch...	2.15	2.25	2.35	2.45	.35	.25
12-inch...	ARE	2.50	2.60	2.70	.40	.25
16-inch...	NOT	3.00	3.10	3.20	.50	.25
20-inch...	MADE	3.75	3.85	3.95	.60	.25

Write for illustrated circulars. Remember we manufacture numerous other Sticks and Printers' Supplies.

The Draper & Hall Company
MIDDLETOWN, CONN.



The toggle joint in the average proof press is a great source of trouble. One careless bump of the lever and out it comes. Then it takes a couple of men to put it back. The only sure way to avoid this annoyance is to use

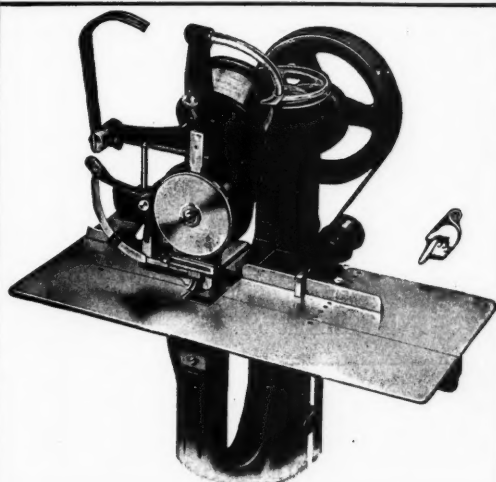
Reliance The Reliable Proof Press

which has a specially designed toggle that "stays put." It can't fall out, and it gives a leverage that enables one man to prove the largest cuts without assistance. The "Reliance" has so many other meritorious features that a majority of the best engraving houses use no other press.

Write the manufacturers for further REASONS and prices.

Paul Shniedewend & Co. 126 W. Jackson Blvd.
CHICAGO - U. S. A.
KLIMSCH & CO. - FRANKFURT A. M., GERMANY
A. W. PENROSE & CO. - LONDON, E. C., ENGLAND

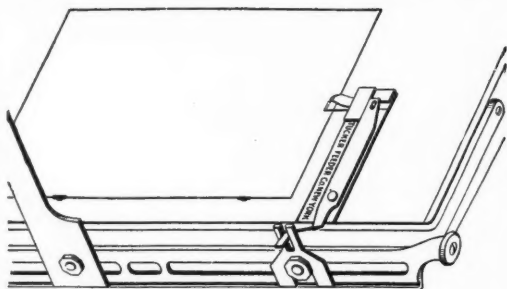
BOSTON WIRE STITCHER THE WORK TABLE EXTENSION



FOR use on the No. 3 Boston Stitcher, making available for gauging the entire space back of the regular table. For calendar and novelty work this will be found invaluable. Tapped and fitted with bolts for easy attachment to the regular work table. In stock and for sale by all houses

AMERICAN TYPE FOUNDERS COMPANY

The Tucker AUTOMATIC REGISTER GAGE for Platen PRESSES



It will automatically *pull* each sheet to a perfect alignment, whether it is fed to it or not.

The worst feeder in your pressroom can not help feeding to a perfect register independent of the speed of the press.

Greatly increases the output.

Is put on or taken off instantly; works with or without the gripper; is almost indestructible. Made in two sizes.

PRICE - - - - \$5.00

FOR SALE BY ALL DEALERS AND

TUCKER FEEDER COMPANY

Successors to Tucker Bros. Co.

1 Madison Avenue - - - - NEW YORK

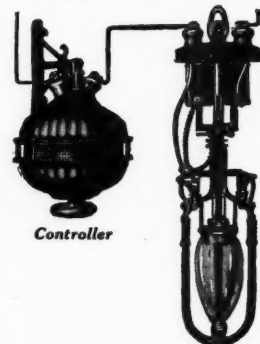
Photo-Engraver Blue-Printer Photographer

QUALITY
TIME
PROFIT

QUALITY means more business.

TIME-*SAVING* means a larger output.

QUALITY and TIME-*SAVING* at lower cost of production mean PROFIT.

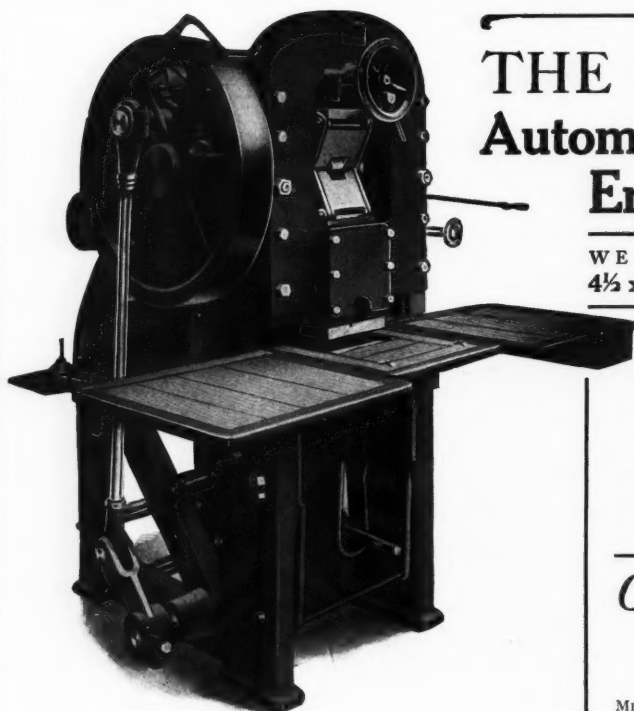


Controller

These may be attained by adding to your equipment one or more A-B lamps according to your needs; the lamp especially designed to meet the requirements of your art.

Write for BULLETINS and further information.

The Adams-Bagnall Electric Co.
CLEVELAND, OHIO



Size, 4½ x 9

THE NEW CARVER Automatic Stamping and Embossing Press

WE MAKE THE FOLLOWING SIZES
4½ x 9, 3½ x 8, 2½ x 8, 2½ x 4 inches

USERS of our presses, who are in a position to *know by comparison*, say that our machines are less likely to get out of order; require the least repairing; yield more in a given time at a less cost, and produce a class and variety of work *excelled by none*.

An investigation will prove it.

C. R. Carver Company

N. E. Cor. 15th and Lehigh Ave.
PHILADELPHIA, PA.

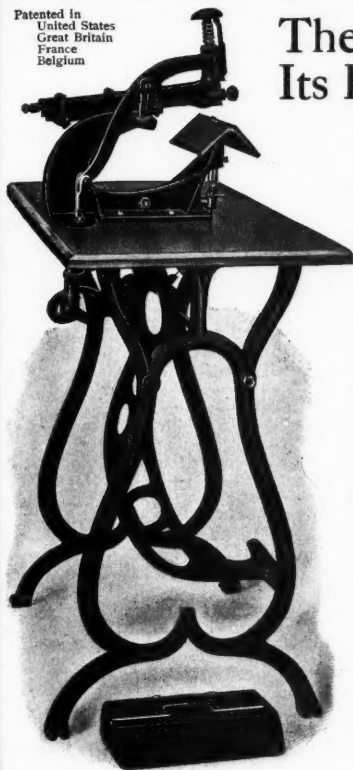
Canadian Agents:

MILLER & RICHARD, Toronto and Winnipeg.

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PARSONS TRADING Co., Sydney, Mexico City and New York.

Patented in
United States
Great Britain
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The Best of
Its Kind

THE ACME Wire Staple Binder

Has served its
purpose in promi-
nent printing es-
tablishments for
many years.

Uses Fine and Coarse
Staples.

Binds to $\frac{1}{4}$ -inch.

Has Automatic
Clinching and
Anti-clogging De-
vices.

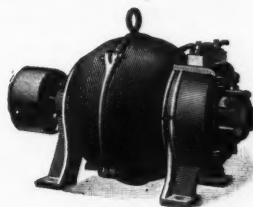
Equipped with both
Flat and Saddle-
back Tables.

Holds 250 Staples at
a charge.

Acme Staple Co.
LIMITED

112 North Ninth Street
CAMDEN, N. J.

ELECTRIC MOTORS



DO YOU

want to save expense and
increase your output? If
so, write for our hand-
some 74-page Bulletin
No. 2294 on Electric
Equipments for Printing
Presses and Allied Ma-
chines.

SPRAGUE ELECTRIC COMPANY

527-531 West Thirty-fourth Street, NEW YORK CITY

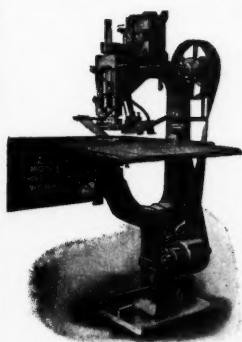
Branch Offices in Principal Cities

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street

111 Washington Street

BROOKLYN, N. Y.



"HOOLE" Check End-Name Printing Machine

A Job of 500 End Names can be set up and run off on
the "HOOLE" Check End-Name Printing Machine at a
cost of nine cents, and the work will equal that of the print-
ing-press. Let us refer you to concerns who are getting the
above results.

End-Name, Numbering, Paging and
Bookbinders' Machinery and Finishing
Tools of all kinds.

You are Cordially Invited to call
and inspect our newly installed modern
and up-to-date Engraving and Electrotyping
plant, fully equipped with all the latest
improved machinery, operated under the
most advantageous conditions manifested
in our product which is the Best.



LOCATION CONVENIENT
QUALITY EXCELLENT
SERVICE GOOD

JUERGENS BROS. CO.

107 N. LAKE STREET, CHICAGO

ARTISTS - ENGRAVERS
ELECTROTYPERS - NICKELTYPERS

Experience Knowledge



THIRTY days of actual working experience with a Cross Continuous Feeder will give more genuine practical knowledge than months of theorising or guessing.

Wherever automatic feeding may be used with profit, either on presses or folders, we are anxious to make a demonstration, with the burden of proof upon us. Let us work with you.

DEXTER FOLDER COMPANY

Sales Offices: New York Chicago Boston San Francisco
Southern Agents: Dodson Printers' Supply Company, Atlanta, Georgia

Gilbert Harris & Company
OWNERS AND LICENSORS

PATENT
METALLIC OVERLAYS

WHEN
PROPERLY
USED

THEY ARE
THE GREATEST
LABOR-SEVER
OF MODERN TIMES

158-164 E. Harrison St.

CHICAGO.

WE PRAISE THE QUALITY OF OUR
AMBITION BLACK

because our customers praise it. They who use it can testify as expert witnesses. The Printer who is in the market for a SOLID, pure lustre BLACK, will not find a duplicate in quality at

→ **40 CENTS PER POUND** ←

We ask forty cents, not as a bait, but to demonstrate our ability to serve you with a genuine grade—an Ink of uniform quality, and at a trial price within your reach. A trial order will prove our claims. Telephone us, or write for specimen work. It's to your interest to know more about it.

NEW YORK
PHILADELPHIA

THE JAENECKE PRINTING INK CO.

ST. LOUIS

Main Office and Works—NEWARK, N. J.

CHICAGO OFFICE—351 Dearborn Street



**Don't Get Mad and
Kick the Cat**

**LEARN TO MAKE YOUR
OWN PLATES**

Our plan is simple, easy to learn, quick and inexpensive. **CHALK PLATES** are now being used by the small and large newspaper plants. Why not illustrate your paper with **CHALK PLATES**?

Our outfits (two sizes) can be used for ordinary Stereotyping and Rubber-Stamp making, as well as Chalk-Plate work. If you now have a Stereotyping outfit, \$2 will place you in position to use our **CHALK CUT** system.

Let us tell you full particulars. Get our prices, terms, etc.

HOKE ENGRAVING PLATE CO.

62-64 Ludgate Hill,
LONDON, E. C., ENG.

ST. LOUIS, MO.

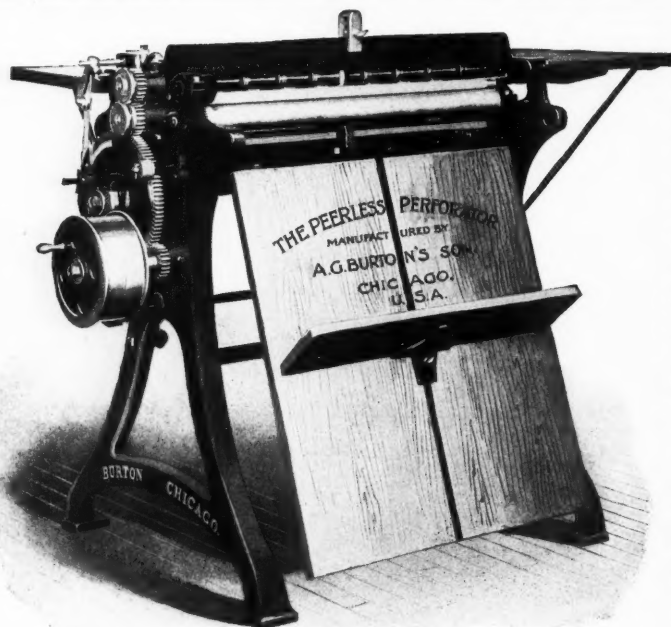
Dinse, Page & Company

**Electrotypes
Nickeltypes
AND
Stereotypes**

**429-437 LA SALLE ST.
CHICAGO, ILLINOIS**

TELEPHONE, HARRISON 7185

THE PEERLESS PERFORATOR



IT is distinguished for the rapidity and perfection of its work, makes a clean and thorough perforation at a high rate of speed, and is adjustable to a wide range in the thickness of the stock it will perforate.

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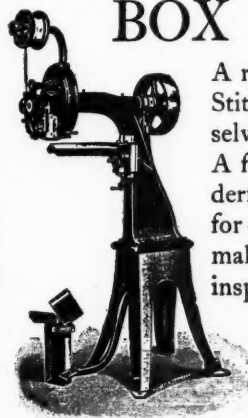
Manufactured by

A.G. BURTON'S SON

**153 to 159 South Clinton Street
CHICAGO, ILL., U.S.A.**

E. C. FULLER CO., 28 Reade St., NEW YORK { Sole Eastern Agents
THE J. L. MORRISON CO., Sole Agents for Canada
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SPECIAL TO CARDBOARD BOX MAKERS



A revelation in Box Wire Stitchers. None but themselves can be their parallel. A full line of these wonderful stitchers now ready for delivery. All paper box makers specially invited to inspect them. ¶ We are headquarters for all sizes of stitching wire of the best quality by the case or ton.

Printed matter on application

The J. L. Morrison Co.

143 WORTH STREET, NEW YORK

CHICAGO LONDON TORONTO LEIPZIG, GERMANY

Commercial Advertising

can be made attractive by the use of high-grade blotting papers—not the cheap, soft or common-appearing grade, but the quality that responds to artistic color and printing. The local printer can use our line of blotters in a thousand ways, as an examination of our complete line of samples will convince you. We give special attention to **ABSORPTIVE PAPERS** for manufacturing purposes. Let us send you a full line of the following samples:

VIENNA MOIRE Blotting (in colors), and Plate Finish **WORLD, HOLLYWOOD** and **RELIANCE**.

Have you seen the latest absorbing novelty? The most exquisite pattern, "Directoire" Blotting.

**THE ALBEMARLE PAPER
MANUFACTURING CO.**

Makers of Blotting :: **RICHMOND, VIRGINIA**

EDWARDS, DUNLOP & Co., Ltd. . . . Sydney and Brisbane
Sole Agents for Australia.

Inks that are used in every country where
printing is done.

Kast & Elinger
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Manufacturing Agents for the United States,
Canada, Cuba, Mexico

Charles Hellmuth

Printing
and Lithographic

INKS

OF EVERY DESCRIPTION
**DRY COLORS,
VARNISHES, etc.**

The World's
Standard
Three and
Four Color
Process Inks

Gold Ink
worthy of
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New York
154-6-8 W. 18th Street
Hellmuth Building
Chicago
355-7-9 S. Clark Street
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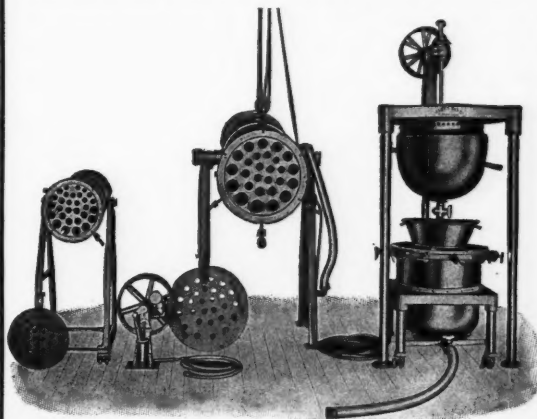
Originators
of Solvine

Bi-Tones
that work
clean to the
last sheet

Full Equipments of the Latest and Most Improved

**ROLLER-MAKING
MACHINERY FURNISHED**

ESTIMATES FOR LARGE OR SMALL OUTFITS



A MODERN OUTFIT FOR LARGE PRINTERS

JAMES ROWE

241-247 South Jefferson St., CHICAGO, ILL.

LINOTYPE & MACHINERY COMPANY, Ltd., European Agents,
189 FLEET STREET, LONDON, ENGLAND

Our Ad. in the May numbers of the Printing Monthlies read as follows:

"The really Progressive Printer in considering the purchase of a new cylinder press sums it up thus wise: I need a press that's always there; that gives quick results for the time spent in making ready; that's handy to work around; that's dependable in every way; whose use will show at the end of the year a balance on the right side of the ledger—and he buys a WHITLOCK. Isn't it time for you to get in line?"

Soon after this appeared we received the following letter:

AMERICAN PUBLISHING CO.
FINE PRINTING
14-18 EAST MITCHELL STREET

Atlanta, Ga., May 10, 1909.

The Whitlock Printing Press Mfg. Co.:

Gentlemen,—Truth is mighty and it's mighty scarce. We note that you are adding to the stock of truth by stating, in the trade papers, that the Whitlock Press is a profit-producer. We know this statement to be true, because our Whitlock delivers the goods. We commend you for the veracity displayed in your advertisement.

Yours truly, AMERICAN PUBLISHING CO.
(Signed) FRANK J. COHEN, Manager.

We beg to thank Mr. Cohen for his kindly commendation, and publish his letter not so much from a spirit of vanity and self praise as from a desire to show the printing fraternity the way to help fatten their much-too-lean business profits.

Buy a Whitlock

AGENCIES COVERING AMERICA AND EUROPE

AMERICAN TYPE FOUNDERS CO.
Chicago, St. Louis, Cleveland, Cincinnati, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Dallas.

MESSRS. J. H. SCHROETER & BRO.,
44 West Mitchell Street, Atlanta, Ga.

MESSRS. T. W. & C. B. SHERIDAN, 10
Johnson's Court, Fleet St., London, E.C.

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PARSONS & WHITTEMORE,
174 Fulton St., New York.
CHALLIS HOUSE, Martin Place, Sydney.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

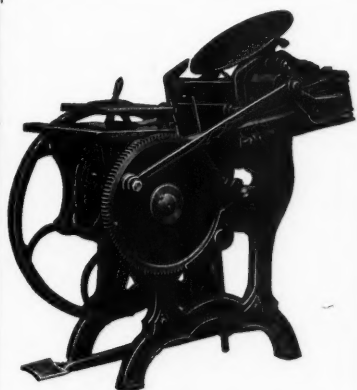
DERBY, CONN.

NEW YORK, 23d Street and Broadway
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BOSTON, 510 Weld Building, 176 Federal Street

When You Buy a Press or Cutter

don't stop to ponder over the price, but find out the qualities first.
It's the value you get that makes the price satisfactory.



PEERLESS JOB PRINTING PRESS
SIX SIZES

OUR ILLUSTRATED BOOKLET

tells an interesting
story of how these
machines are made
and what they will
do. Ask for it.

For Sale
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PEERLESS-GEM LEVER PAPER CUTTER
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PEERLESS PRINTING PRESS CO.

The Cranston Works, 70 Jackson Street, PALMYRA, N. Y., U. S. A.
Lieber's and A-B-C 5th Edition Codes.

Electrotypes & Nickeltypes

represent but a small fraction of
the sum involved in any job of which
they are a part, yet a great deal depends upon
their quality. You want plates that print as well
as the patterns, made by a process that will not
injure the originals, delivered to you ready for
the press without "tinkering."

Our plates are the results of
good material, made by men who know
how, under the supervision of a member of our
firm anxious to preserve our reputation for quality.

Acme Electrotypes Co.

341-351 Dearborn St., Chicago

Reducol Compound

Enables you to make ink work under different climatic
conditions and temperatures; prevents picking and
assists in rendering slip-sheeting practically unnecessary.

Transparent Paste Body Dryer

Enables you to back up printed sheets immediately.

Electrical Destroyer

Annihilates Electricity in Paper.

Magic Type and Roller Wash

Will remove any dried-up ink from rollers and forms
when no benzine or turpentine will touch it.

Richter's Superior Metal Cleaner

Will clean and flux Linotype, Monotype, Stereotype
and Electrotypes Metals.

MANUFACTURED BY

INDIANA CHEMICAL COMPANY
INDIANAPOLIS, IND.



One has a feeling of pleasure intermingled
with satisfaction when handling a job done on

Old Stratford Book Paper

It is an absolutely all-rag book paper; soft and flexible, exactly alike on both sides. Delightful to feel and handle, a beautiful and distinctive texture with printing surfaces that give the results wanted.

It is a paper made up to publisher's requirements; it helps him build beautiful and permanent books. It helps the job printer to produce jobs he likes to put in his show-case, for they bring business to him as well as his customers.

White; Rough Antique, Smooth Antique, Medium Plate and High Plate finishes; Wove and Laid, 80 lbs., 25 x 38. Rough Antique, Wove and Laid, 60 lbs.; Toned, Smooth Antique, Laid, 80 lbs., Deckle Edge.

Shown in the "STRATHMORE QUALITY" Book. Even if you don't want such a paper now, it will do you good to look at the samples just to see what a fine paper is.

The "STRATHMORE QUALITY" Book is for responsible employing printers and large advertisers. You ought to have one.

MITTINEAGUE PAPER COMPANY

The "STRATHMORE QUALITY" Mills

MITTINEAGUE, MASSACHUSETTS, U. S. A.

THE VERTICAL STROKE ATTACHMENT

possible on the New OSWEGO and BROWN & CARVER Cutters permits the Cutting of Tab and Index Cards, special shapes, and also the Pinking of Cloth Samples, etc., for a wide range of work within the capacity of the machine.

Another new feature on OSWEGO-MADE Cutters is the new fixed Back Gauge Attachment, which permits the accurate duplicating of any widths at any time, such as loose-leaf ledger or card-index work.

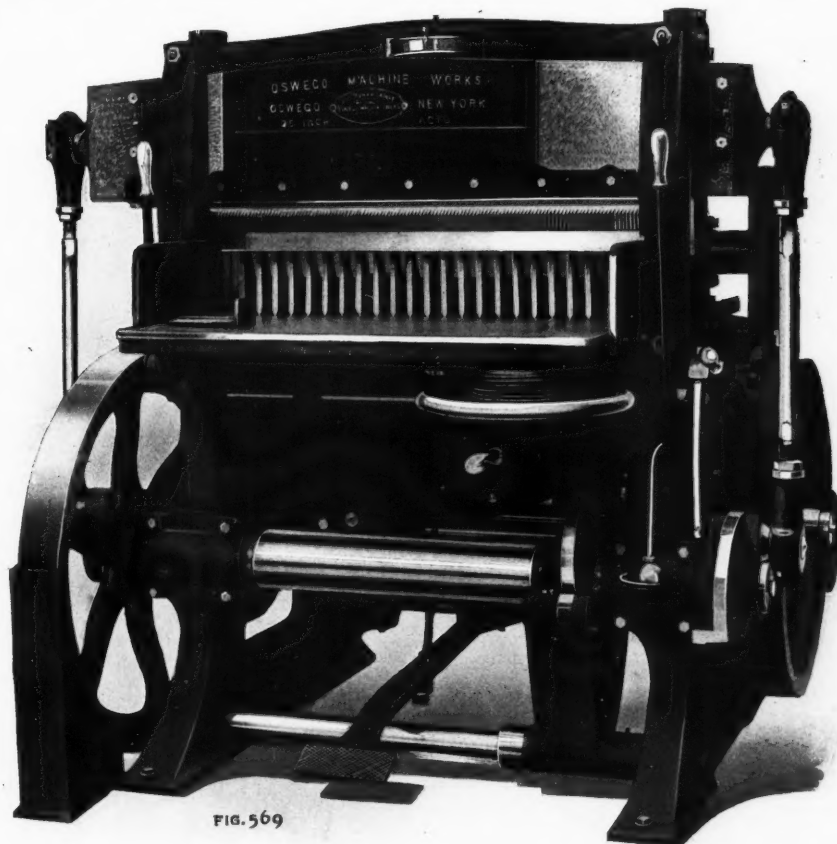


FIG. 569

There is a nominal charge only for these machines, built to order with the vertical stroke in addition to the regular shear stroke, and the extra value of having practically a universal cutting machine commends itself to users of the latest OSWEGO and BROWN & CARVER Cutters.

Full description with illustrations will be supplied with pleasure on request.

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

The only factory making Cutting Machines exclusively. The only factory making a complete line of Cutting Machines. NINETY sizes and styles from the little 300-lb. 16-inch OSWEGO Bench Cutter up to the largest 9-ton 84-inch BROWN & CARVER Automatic Clamp Cutter are generally in stock for instant shipment.

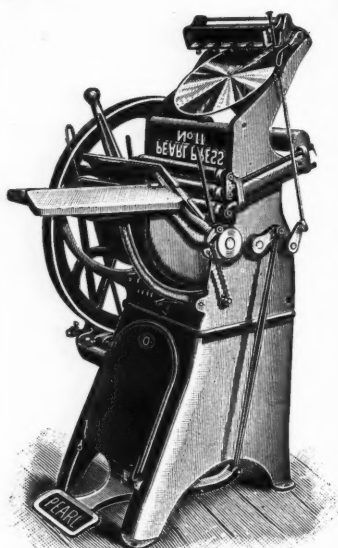
MAIN OFFICE AND WORKS

OSWEGO . . . NEW YORK

NEW YORK BRANCH, 150 Nassau Street
W. S. TIMMIS, MANAGER
Showrooms, 203 Wooster Street

CHICAGO BRANCH, 347 Dearborn Street
J. M. IVES, MANAGER

6 Strong Points of the Pearl Press



No. 11—7x11 Pearl Press

SPEED—Unlimited. Feed easily at 3,000 per hour. This speed can be considerably exceeded on short runs.

STRENGTH—Ample strong for all classes of commercial work to the capacity of its chase.

EASY OF OPERATION—Being perfectly balanced and free from superfluous iron the Pearl requires the minimum of power for operation. A boy can "kick" it all day without fatigue.

DURABILITY—Will last a lifetime. There can be no lost motion to cause bad register or slurring.

NOISELESS—Even at the highest speeds it is free from noise or jar.

COST—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press because of its small first cost, great producing capacity and immunity from breakages.

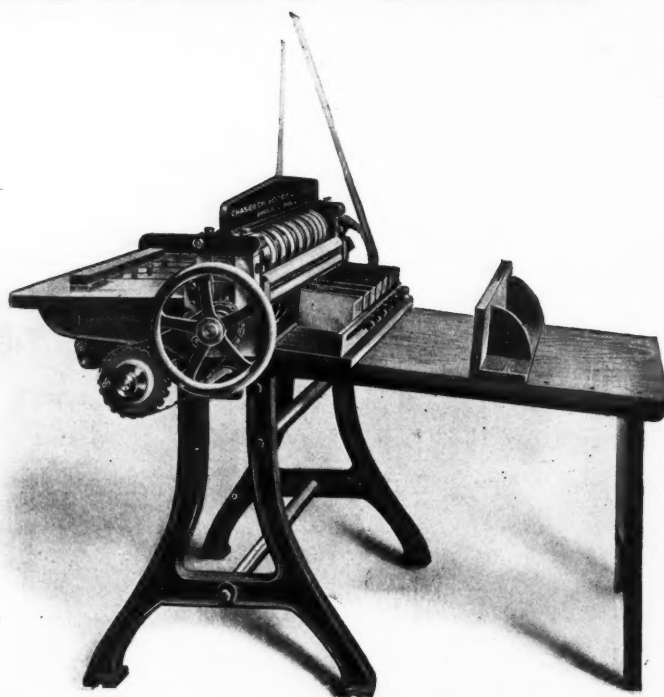
The average annual cost of repairs on the Pearl is 21 cents.

It is made in several sizes. Send for booklet and ask about our free trial proposition.

GOLDING MFG. CO. : : : Franklin, Mass.

For Sale by All Principal Printers' Supply Dealers

ROTARY CARD CUTTERS



For cutting high-grade cards in quantities at a minimum cost.

*Index Cards
Record Cards
Visiting Cards
Business Cards*

Cut so uniform that a pack of cards has the appearance of a solid block. The product from each set of knives collated by adjustable receiving boxes.

Machines from 36 to 144 inches wide.

For cutting small lots of cards, we build Hand Shears and Card Choppers specially designed for accurate work.

**Chas. Beck Paper
Company, Limited**
PHILADELPHIA, PENNSYLVANIA

FALCON



WE have to announce to the trade that the AMERICAN FALCON PRINTING PRESS COMPANY have sold out their business to the AUTO FALCON & WAITE DIE PRESS COMPANY, *Limited*.

The Head Office of the Company in the United States is established in the Rand-McNally Building, 160 Adams Street, Chicago, where all communications should be addressed. The AUTO FALCON & WAITE DIE PRESS COMPANY, *Limited*, will collect all trade accounts and pay all trade liabilities of the American Falcon Printing Press Company.

Waite Die Presses and Automatic and Express Falcons Can Be Seen Running in Our Show-rooms.

WAITE

HAMILTON'S MODERNIZED PRINTING-OFFICE FURNITURE

ITS RECORD AS AN ECONOMIZER

The name Butterick is a household term throughout America. If our printer friends do not know about this concern, let them ask their wives.

This immense establishment is devoted exclusively to doing their own work of printing patterns and pattern magazines, including the *Delineator*, *Designer*, *New Era*, etc. The immense composing-room contains nearly 12,000 feet of floor space, and is filled with Hamilton's Modernized Printing-office Furniture throughout.

More than 60 Cabinets of the Masterman type are arranged in a single group, all equipped with foot-rails. There are modern Stone Frames and Letter-board Cabinets, and many other pieces of economical Composing-room Furniture.

Here is what the Butterick Co. says about the results obtained by installing this new equipment:

New York, June 23, 1908.

THE HAMILTON MFG. CO.:

Gentlemen,--The sixty Cabinet Frames that we bought from you some time ago have given us full satisfaction. We believe that there has been a saving in space to us of about 25 per cent over the old frames which we discarded at the time of putting in your frames.

The Cabinets look almost as good as they did when first installed. We can say the same about the Imposing Stones and other Furniture that we have bought from you from time to time.

Should we be in the market for anything in your line in the future, you may be sure that we will call on you.

Yours, THE BUTTERICK PUB. CO., Ltd.
Per H. Horton.



There is nothing unusual in the results obtained in the Butterick establishment. As good or better results can be obtained in any composing-room not equipped with modern furniture.

We can show how to do MORE business in SMALLER quarters. And it isn't space alone that can be saved. With modern, compact furniture, the equipment is *at the workman's hand*. Interference between workmen does not occur. Millions of useless steps are avoided in the course of a year. Lost motion means lost profits. Why not save 10 to 25 per cent of your labor cost by installing modernized furniture in your composing-room? You will be repaid the entire cost of installment in less than one year.

If you are interested in this very large question of printing-office economy, fill out the coupon on this page and let our representative show you what can be done with your office. Remember it is *up to us to show you*.

THE COUPON can be sent to us or to any dealer handling Hamilton Wood Goods.

SEND FOR A COPY OF "COMPOSING-ROOM ECONOMY." It will show you what has been accomplished in thirty other representative offices.

THE HAMILTON MFG. CO.

Main Office and Factories . . TWO RIVERS, WIS.
Eastern Office and Warehouse . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

We are interested in the question of Modernized Furniture and we would like to have your representative show us a floor plan of our composing-room as you would re-arrange it, with a view to our installing such furniture as you can show us would soon be paid for in the saving accomplished.

Name

Street and No.

City.....State.....

Have you a copy of "Composing-room Economy?"



The WORONOCO BOOKS show, among many other interesting things, how well adapted FAIRFIELD COVER is for a great variety of purposes, and others are suggested.

FAIRFIELD COVER is not an ordinary stock, no more than the WORONOCO BOOKS are ordinary books. The Fairfield finish is enough in itself to make the paper distinctive; besides, it is a finish you don't get tired of; the more you see and use it the better you like it. It is the same way with the line as a whole. One reason is, because it can be used in so many different ways.

The WORONOCO BOOKS are to be distributed by express from the mill only, and to get a set you have to be on our list. If you are a responsible employing printer, publisher, independent designer or advertising agent and want to keep up with the procession, you better write to find out if you are on the list. We have received letters from a number of good people whom we did not know were in existence.

WORONOCO PAPER CO.
WORONOCO, MASS., U. S. A.

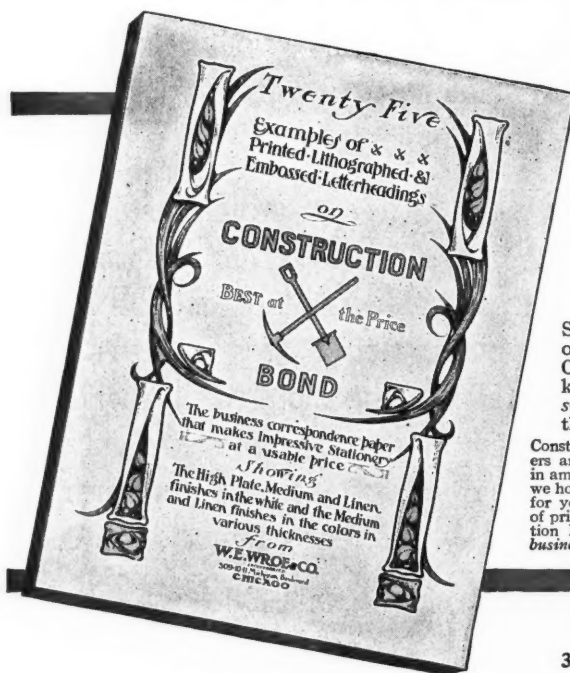
To Printers of Fine Business Stationery

If you want to secure new customers who *appreciate* fine printing and use *quantities* of it, we can help you.

Here is an advertisement, running in current magazines read by important business men, that is bringing us hundreds of requests for the Portfolio illustrated.

These requests come from purchasing agents and heads of large businesses because they *appreciate* fine stationery, because they *want* it, because they use *quantities* of it, and *must* have it at a usable price.

Read the advertisement *yourself* and see what *you* think of it.



To Business Men

If your business requires the writing of *quantities* of important letters—letters that must look their importance—you need

Impressive Stationery at a Usable Price

So write at once for this *free* Portfolio of handsome Specimen Letterheads on Construction Bond. Then you will know *how* to secure the *necessary impressiveness* in your stationery at a price that makes it usable in *quantities*.

Construction Bond is sold *direct* to responsible printers and lithographers, *never* thru jobbers, and *only* in amounts of 500 pounds or more. *That's* the way we hold down the price and give you the *best value* for your money. Send for the Portfolio and names of printers and lithographers who supply Construction Bond. The Portfolio is *free* if you use your *business* letterhead and write *today*.

W. E. WROE & CO.

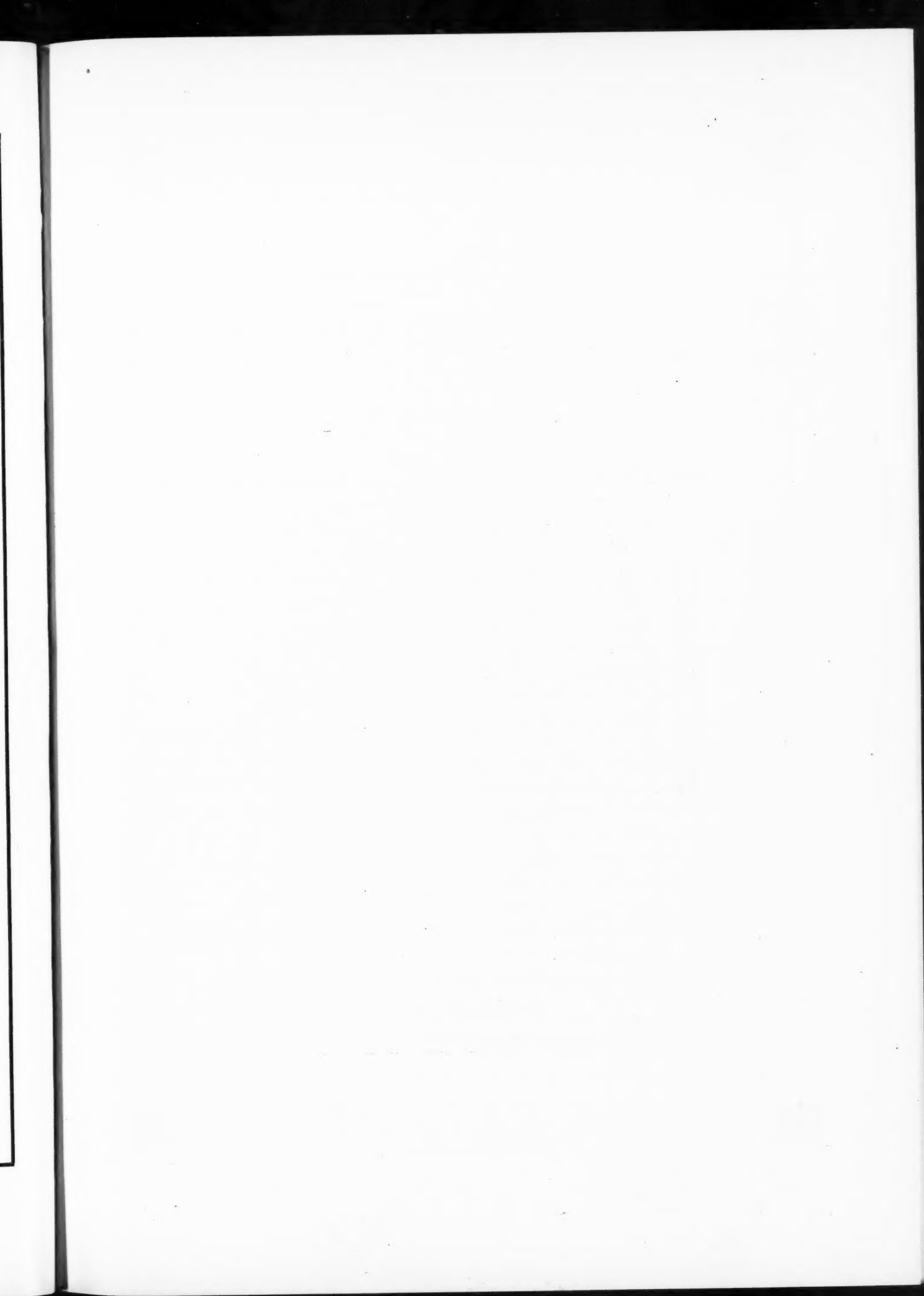
313 Michigan Boulevard, Chicago

There is nothing there to interest the man who wants *cheap* letterheads. But the information offered is *vital* to the large consumers of stationery. *That's* why they write to us.

We refer every one of them to a near-by printer who *can* supply the "*best value*" in business stationery *because* he supplies Construction Bond. *You* can if you *want* to.

If you want to secure new customers who *appreciate* fine printing and use *quantities* of it, if you want to have a *reputation* for giving your customers their *money's worth*, write us for our plan of selling bond and writing papers *direct* to you in case lots. *Write right now*.

W. E. Wroe & Co., 313 Michigan Boulevard, Chicago



A Printer's Type

What a wonderful thing is a printer's type! Assembled with other letters into words and sentences, it brings to us through centuries long past, the vital thoughts from the mind of genius. It brings from lips long crumbled into dust the stirring call to duty, the message of hope, of charity, of love and of forgiveness. As life goes on the power of the letter grows. Vast machines take it with its fellows, marshaling into ranks and lines, and its impress is whirled to vast distances — awakening and making true the hopes and dreams of men. We who place the letters day by day will pass, and they will fix our memory according as we are worthy or unworthy. This little leaden particle is the recorder of the world. It is the herald of the world to come.

A. H. McQuilkin



THE INLAND PRINTER



VOL. XLIII. No. 4 JULY 1909

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

THE LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES.

VOL. XLIII. No. 4.

JULY, 1909.

TERMS { \$3.00 per year, in advance.
Foreign, \$3.85 per year.
Canada, \$3.60 per year.

THE ELEMENTS THAT GIVE PERMANENT VALUE TO PRINTING, AS EXEMPLIFIED IN THE TYPOGRAPHIC STUDIES OF BRUCE ROGERS.

BY HENRY LEWIS BULLEN.



THE contemporary typographer, taken generally, is a most excellent mechanic; his better work, indeed, is glittering—too much so. So far as glitter is concerned he is the too-willing victim, it is fair to say, of his paper and his pictures. Acknowledging his superior craft and apparatus, we, nevertheless, find only ephemeral satisfaction in his work. We turn to periods of less expert printer-mechanics, using the crudest of apparatus, for printed works to live with, and year by year, if we grow in understanding, our appreciation of these *younger* printers of earlier times increases. There are deeper things in typography than sharp impressions, hard packing, perfect miters, glossy paper and accurate register; these are good and necessary, but soulless. The essential elements of permanent value in printing are clarity, color and proportion, qualities so subtle that few divine them, and none without study; hence the rarity of masterworks in any one period.

The contemporary typographer is more skilful than his predecessors, but his studies are narrowed to products of the immediate year. We realize that most of our readers are, perforce, more interested in commercial printing than in any other kind, nevertheless he errs who models his work solely after the fashion of the hour. Within fifteen years typography has improved greatly. No matter how modern a printer may be, he will repudiate *all* the larger commercial printing of the period preceding 1895, once so

well esteemed. What or who caused us to discover its puerility? One William Morris, with a head full of poetry and hands full of craftsmanship, fell in love with printing. Unapprenticed, self-tutored, he began to print. He went back four centuries for masters. He restored beauty to typography, and proved himself the heir of many of the early masters in typography. Accepting a patrimony common to all students, he added to the perpetual estate of things beautiful. He printed a few books, but these actually revolutionized the every-day *commercial* printing of the world. It is



BRUCE ROGERS' MARK.

in a measure creditable to us that his followers are counted by thousands in America, though most of them are ignorant of Morris and his work. More specifically Morris' work discovered a small but increasing army of lovers of good printing of every sort, though it remained for Joseph Warren Phinney to demonstrate the adaptability of Morris' typography to commercial or job printing, and to extend the usefulness of Morris' fonts and material. Morris' work is by no means faultless. In so far as Morris' printing is merely imitated its influence will diminish. In so far as the work Morris did induces typographers to apply to the same classical sources of inspiration that Morris found, the influence of Morris' work will increase. Already in a few instances Morris' printing has been surpassed.

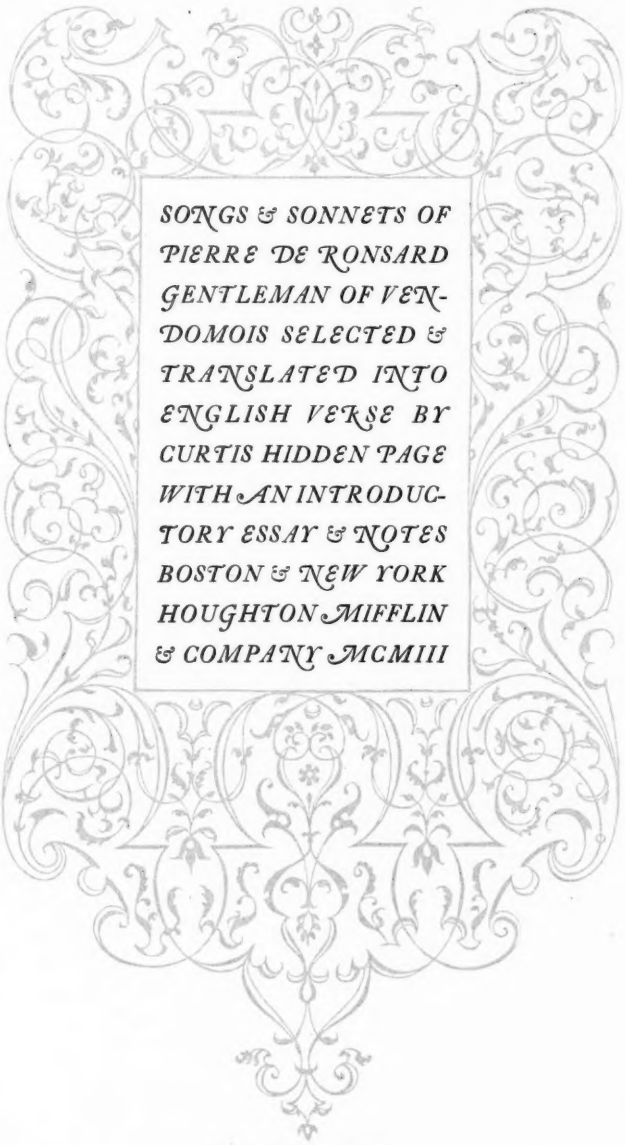
The moral of our discourse may as well be stated here. It is addressed particularly to the young aspiring printers. There is, as the Inland

Printer Technical School, and admirable schools in Boston and Indianapolis, and the I. T. U. Course of Instruction in Printing have amply proven, an increasing number of those who desire to study the subtle qualities of printing, as well as to excel mechanically. To them we recommend the study of the printing of the accepted early masters.

The first printers were successors of two perfected arts used in making books, lettering and illuminating; and their work was based on a sure foundation when they followed the masters of those arts. As time went on the printers entered on new paths, as they found themselves able to make and use smaller characters, and in those new paths many of them were influenced by the contemporaneous great revival of all the arts known as the Renaissance, a revival brought about in great measure by the interchange of ideas and of aspirations made possible by the introduction of printing.

Typographic students may learn much, we believe, from a relation of the methods of Bruce Rogers, a printer whose fame is established permanently, we have no doubt, among lovers of classical printing.

Bruce Rogers was born in Lafayette, Indiana, in 1870. With no unusual advantages, but with a strong predilection for literature and drawing, he entered Purdue University in that city and took the art course. Among his classmates and friends in the university were John T. McCutcheon, George Ade and Booth Tarkington, who have attained international reputations. After graduating he was employed on line illustrations by the Indianapolis *News*, most of it on chalk-plates. This work was followed by service in the general offices of a railroad in southern Kansas, where he stayed long enough to acquire a useful knowledge of business methods. Inclination deciding, he went back to Indianapolis in the employ of the Indiana Engraving Company, doing line and brush work and retouching. In Indianapolis he collaborated with J. M. Bowles in the designing and production of their first book, a *catalogue raisonné* of the Walters' collection in Baltimore. In 1895 he went East under engagement with L. Prang & Co., then prominent in chromolithography, and in 1896 was



SONGS & SONNETS OF
PIERRE DE RONSARD
GENTLEMAN OF VEN-
DOMOIS SELECTED &
TRANSLATED INTO
ENGLISH VERSE BY
CURTIS HIDDEN PAGE
WITH AN INTRODUC-
TORY ESSAY & NOTES
BOSTON & NEW YORK
HOUGHTON MIFFLIN
& COMPANY MCMIII

BRUCE ROGERS TITLE-PAGE.

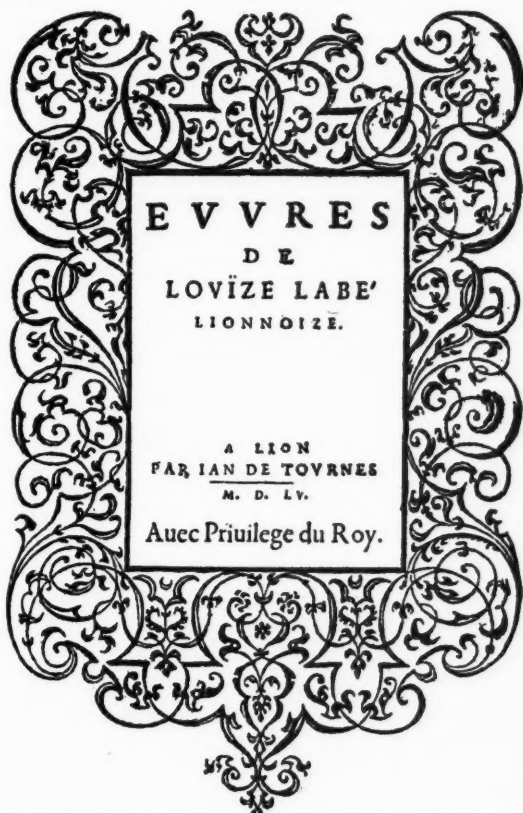
On opposite page are the models of the years 1555 and 1574, used for this title.

employed by Houghton-Mifflin Company, Riverside Press, Cambridge, to determine or design the typographic style of the advertisements and, later, of the books published by that company.

The work of Bruce Rogers at the Riverside Press sustained the high standard of bookmaking already established there. In 1900 he was enabled by the liberal enterprise of the Houghton-Mifflin Company to commence a series of carefully printed books in limited editions under the name of Riverside Press editions. Forty-seven works have been issued, most of which are now rare and sought by book collectors.

We have observed that some young printers are

deterred from serious study by an assumption that they do not possess the ability necessary to enter the sparsely tenanted higher walks of typography. This is a serious error, for success in printing is usually the result of patient application and experi-



Model of A. D. 1555, for the border of the Ronsard title, shown on opposite page.

ment rather than of uncommon brilliancy. The first requisite, of course, is the preliminary education, literary and artistic, which enables one to discriminate in a degree between the true and the meretricious in design, color and proportion. This may be self-acquired, or obtained in the numerous

*A LA REINE MERE.
A ROE DE POLONIE.
A MONSEigneur DUK D'ALANSON.
A MONSEigneur LE GRAND
PRIER.
A MONSEigneur DE NEVERS.
E N TRES.*

Model of 1574 for the types of the Ronsard title, shown on opposite page.

evening art courses which develop those artistic perceptions which are rather latent than lacking in most of us.

We accept Bruce Rogers as a master, else it would profit us nothing to examine his works; but he himself only claims to be a student, and regards

all his work so far as studies toward his ideals. It is this patient progressiveness, we think, that distinguishes him, and this quality may be used by all of us. If any of Mr. Rogers' qualities are heaven-born, it is his unerring good taste; but nevertheless, he tests his work step by step and rejects the unsatisfactory until he is certain that the accepted is good; here again we can all follow him, though few may attain the same degree of mastership.

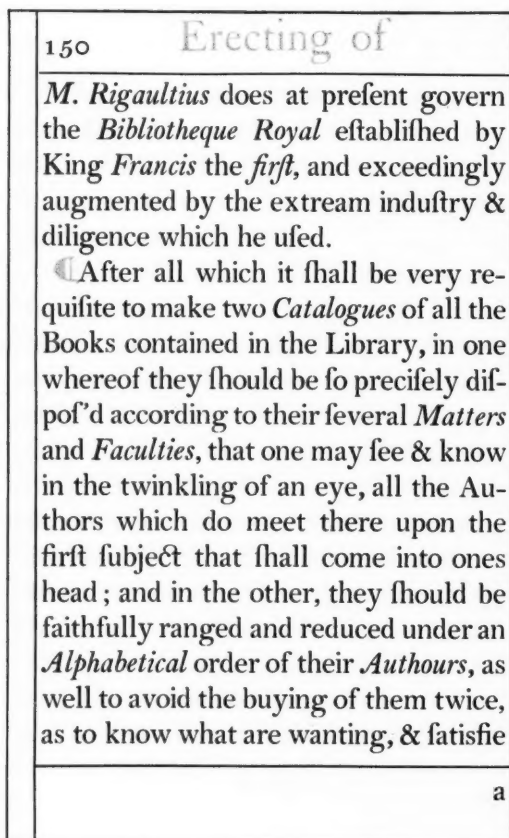
We require to learn how to study. Looked at from the outside the problem may seem vast and confused; as we enter, all gradually becomes comprehensible, and we advance according to the measure of our abilities and earnestness. No one, therefore, should be deterred by perplexities more imaginary than real. To will to do is more than half the work.

Let us now follow Mr. Rogers, so far as we understand his method. He is guided as to format by the relative literary importance of the subject;* for the forever-influencing "Montaigne," a folio, with specially designed large, dignified types, beautifully proportioned; for "Paul et Virginie," a small quarto, reviving the style of the Didots, predominating in the early nineteenth century, using what we call the Modern Roman, a style never since so charming as in its beginnings; for the "Songs and Sonnets of Aldrich," a slender, dainty 16mo. As closely as may be, the style of the typography of each work is contemporaneous with its original printing or with the period to which it relates; consequently, the styles are as various as the works. A defect of many private presses is the monotonous repetition of types and format, combined with lack of literary value and freshness in the subjects chosen.

When the typographic style requires the use of decorations or the subject demands illustration, these are modeled after the best suitable work of the chosen period. The designs are not original, but they are not copies. The method may be explained by a comparison of the title-page of "Songs and Sonnets of Pierre de Ronsard" (on the opposite page) with the models for the border and the types shown on this page. Observe that while the proportions of the border made in 1555 are changed and the lines cleared up to overcome the defects of poor printing in the original, the

*Apart from the typographical beauties of this series, the works selected have great literary interest, several appearing in English for the first time. They also cover all periods. A few titles, with dates, will suffice to indicate the enticing nature of the contents of the Riverside Press editions: "Sonnets and Madrigals of Michelangelo" (1475-1564), "Of Friendship," by Thoreau (1817-1852), "The Last Fight of the Revenge at Sea," by Sir Walter Raleigh (1552-1588), "Montaigne's Essays," in three volumes (1533-1592), "Instructions Concerning Erecting a Library," by Gabriel Naudé (1627), "Compensation," by Emerson (1803-1882), "Documents Relating to the Purchase and Exploration of Louisiana" (1804), "Life of Dante," by Boccaccio (1313-1375), "Sailors' Narratives of Voyages Along the New England Coast" (1524-1624), "The Life and Works of Geofroy Tory, Printer" (1840-1550).

detail is faithfully but not slavishly followed. Nothing valuable in the original is lost, while something is gained in the interpretation, and this gain is the progressive step—the kind of origi-



Example of the Brimmer font, a page from "Instructions Concerning Erecting a Library," printed by Bruce Rogers, in 1903.

nality that carries forward all arts, for art is an ancient, forever developing.

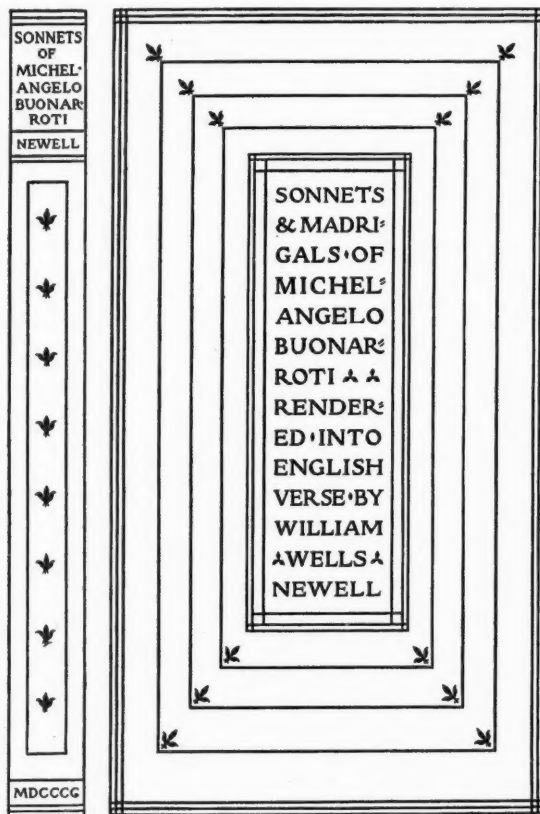
Mr. Rogers does his own drawing. When it is necessary to reproduce without change, each decorative piece is traced over the original so that the intent of the first artist may be printed without photographic reproduction of all the defects caused by inferior presswork of the original printer.

The model for the type part of the Ronsard title is a title-page, without decoration, of the year 1574, a part of which is reproduced roughly on the preceding page. The types used are Caslon Old-style Italics, with a few swash letters specially cut and cast for Mr. Rogers.

Throughout all the Rogers work the same method is followed. It is simple; it is the true method; we can all follow it, and, if we do, proceeding slowly and studiously, we can not fail to improve our work, in proportion with our abilities.

The early printers are our best models, simply because they based their work on good models. They possessed no mental advantages that the averagely educated young printers of this period do not have; they had numerous obstacles with which to contend that do not exist to-day. The wonder is that with all the wealth of ideas and examples they bequeathed to all succeeding times, we do not greatly excel them. The young student may ask, "Where may these examples be found?" The originals may be seen in the great libraries, but the better examples are reproduced in many volumes. If any interest is expressed in this article, we will print a list of works containing examples useful to conscientious students.

The composition on the Riverside Press editions is, of course, by hand entirely. Mr. Rogers has his own small printing-office at the rear of the great printing-factory of Houghton-Mifflin Company, on the banks of the Charles river. Some of the books are printed on hand presses on dampened paper in the good old style which sufficed for three and a half centuries, during which the masterpieces of typography were produced, teaching



Cover-design by Bruce Rogers, slightly reduced. The original in gold leaf on cloth. The back the same, with publisher's device in place of lettering. This was the first of the Riverside Press editions.

us, let us repeat, that it is the man and not the apparatus that vitalizes these cold types. In no other art do details affect the whole design so much as in printing. To print works that will live, every line must be scanned and perfected. We may be sure that nothing is hurried in this quiet little hand shop, overshadowed by the factory noisy with machines and motors and processes producing so much that will mainly be forgotten when Riverside Press Editions are passing from one life-ownership to another, cherished inmates of the library. This wonderful, necessary machinery: it has its limitations; it covers a vast widening field, but its work can not satisfy as does that of deft hands guided by studious heads.

Bruce Rogers has mainly used the types and materials at hand in the Cambridge plant. He can draw, and he can and does use the graver to advantage. He experiments in inks (as the early printers had to) to obtain permanent blacks and correct colors suitable to the papers. Hand-made papers are not made in America, but ancient houses in Holland, France and England continue to supply as much as is needed. A glance at the title-page of "The History of Oliver and Arthur" shows how easily decorative features that are based on the work of early German printers have been added to types in everyday use. The picture is etched in zinc, and the woodcut effect is preserved by not reducing the drawing. There may be a field for illustrators who will cultivate a line that will overcome the objectionable sharpness of the line etching when reduced according to custom. The cover of the first book of this series, "Sonnets and Madrigals of Michelangelo," shown on preceding page, is another illustration of the effective use of simple lines and lettering producible easily in a printing-

The History of Oliver and Arthur.



Written in French in 1511, translated into German by Wilhelm Liely in 1521, and now done into English by William Leighton and Eliza Barrett. 1903.

A BRUCE ROGERS TITLE-PAGE.

The work is a quarto; size of page, 10½ by 7½ inches; printed in the black-letter style of the sixteenth century, in black and red, on hand-made paper, with types known commercially as the Cloister Black series. The reproduction is full size, but necessarily inferior to the original, through curtailment of margins and differences in paper and color.

office of average equipment. The young printer will do well to learn to draw in simple, correct fashion, or architecturally. Instruction is needed even to draw a straight line correctly. The examples just referred to illustrate the value of this easily acquired accomplishment.

The Brimmer, shown on the opposite page, was the first font identified with the Riverside

CAII PLYNII SECUNDI NATURALIS HISTORIAE
LIBER XIII. IN QUO FRUCTIFERAE ARBORES
TRADUNTUR. PROOEMIUM.



XTERNAE ARBORES INDOCIL-
esque nasci alibi quam ubi cœpere: & quæ
in alienas non commeant terras: hactenus
fere sunt. Licetque jam de communibus
loqui: quarum omnium peculiaris parens
videri potest italia. Noscentes tantum me-
minerint naturas earum a nobis interim
dici: non culturas. Quanquam & colendi
maxima in natura portio est. Illud satis
mirari non queo: interisse quarundam memoriam: atque etiam
nominum quæ autores prodidere: notitiam. Quis enim non com-
municato orbe terrarum majestate romani imperii profecisse vitam
putet commercio rerum? Ac societate festæ pacis? omniaque: etiam
quæ occulta ante fuerant: in promiscuo usu facta? At hercule non
reperiuntur qui norint multa ab antiquis prodita: tanto priscorum

MONTAIGNE TYPES, DESIGNED BY BRUCE ROGERS.

First used in "Montaigne's Essays," printed in three volumes during 1902-1904. This font is modeled after the famous Roman of Nicolas Jenson, 1470. The initial is a reproduction from a series designed by Geoffroy Tory, in 1526. The initial commencing this article is also a Geoffroy Tory initial.

Press Editions. It was in fact rescued from the melting-pot, a font from a source unremembered, about to be discarded, which was examined letter by letter, until a small font was saved that would print well on damp paper. Mr. Phinney later recut both roman and italic with sympathetic fidelity for Mr. Rogers' use. As its admirable qualities were developed it seemed advisable to give it a name, hence Brimmer, a name not found in type-specimen books. From time to time little things have also been cut and cast—types and ornaments.

In 1901 the punches for the Montaigne types, shown on this page, were cut under the direction of Bruce Rogers. Taken from the same source as Morris' Golden types (known commercially as Jenson Old Style), the Montaigne is superior, and is more closely modeled on the famous roman of Jenson. Montaigne types have one oddity, the smallness of the dot of the i. It bothers us by its seeming indecision. In this, however, Mr. Rogers closely follows Jenson.

For "Parlement of Foules" (Chaucer, 1340-1400), published in 1904, a recut of an ancient French black letter was found. This was used again with fine effect in 1906, in a handsome folio, "The Song of Roland," a French poem of the eleventh century. We show this letter on the next page in the "Christmas Greeting," printed for the late Prof. Charles Eliot Norton by Mr. Rogers.

For "The Life and Works of Geoffroy Tory, Printer" (1480-1550), just published, a work that should be in the library of every printer who can afford the price, a font was improvised rather ingeniously from caps of twelve-point and lower-case of fourteen-point Caslon Old Style. As this book is of special historic interest to printers we will defer consideration of it and its types to another time.

This review of the work of Bruce Rogers, it will be observed, is from a practical rather than a *dilletante* viewpoint. The workmanship of these books is almost flawless. On the mechanical side

each work is a model. With pleasure we note the adherence to well-established rules and the almost total absence of oddities, especially when we reflect on the more queer than quaint productions of certain much-advertised private presses, in which a few fantastic "stunts" are made to cover too much villainously bad workmanship. All really good typography is conservative. The printer is to be praised for what we observe he refrains from doing, almost as much as for what he does. The temptation toward over-elaboration is persistent.

It is impossible within our space to give an adequate conception of the beauties of the Riverside Press editions. Reduced facsimiles mislead, hence we can not exhibit any specimens of the larger volumes. Perforce, our examples, being actual size, must be from the smaller books, and even these are divested of their proper margins, papers and colors. Yet examples of these forty-seven works, together with smaller printing of Bruce Rogers, would be highly instructive. We venture the suggestion that selections from all might be printed and arranged in perhaps portfolio form and sold at a moderate price, so that students of typography everywhere might study them. The careful study of such a collection would surely improve the everyday work of the student, elevate his taste and cause him to shun the mean and meaningless in typography. THE INLAND PRINTER would gladly aid in selling such a publication. Without examples before the reader it is tiresome to dilate on typographical points; with



And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And so, the angel of the Lord came upon them, and the glory of the Lord shone round about them; and they were sore afraid. And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. And suddenly there was with the angel a multitude of the heavenly host, praising God, and saying, Glory to God in the highest, and on earth peace, good will toward men.

"A Christmas Greeting," printed by Bruce Rogers, in 1904. Original on heavy hand-made deckle paper, 9 by 5½ inches, four pages. Decorations adapted by Mr. Rogers. The same types are used in "The Song of Roland" — an ancient French black letter.

examples before the reader little need be said. Perhaps the most beautiful book in the collection is "The Song of Roland," an ample folio, 11½ by 17½ inches, printed with black letter, decidedly fresh to the eye, and, like the epic itself, of ancient



"Music Program," printed by Bruce Rogers, in 1908, with materials previously used in his books. The long S in "Music" is an f with cross-strokes off.

French origin. This book is in four colors, and strikingly illuminated by hand. The illustrations are copied in color as well as design from medallions in the thirteenth-century stained-glass window of Charlemagne in the Cathedral of Chartres, which actually depicts the medieval story of Roland. Mr. Rogers visited Chartres to make sketches and color notes. The book was printed on hand presses. The colors (except black) of each form were printed at one impression, with separate inkings. The chief initial is in gold leaf. One who would fail to love this book might better be a bricklayer than a printer.

The bindings are charmingly appropriate to the subjects and typographic styles. The margins, whether broad or narrow, are always well proportioned. Mr. Rogers' taste and judgment seem to

be well-nigh infallible. In short, we doubt if from any one press so many books as beautiful as these have ever before been issued.

"But, what have I to do with books?" we hear the job-printer say. We have said that Morris' books revolutionized our commercial typography. Display composition of the present time is in the main coherent, where, before Morris' time, it was made up of disconnected lines. Tawdry ornamental types were used in all kinds of work, while to-day the merely ornamental types are despised. The worthily printed book is as to a piece of job-work as a temple is to a cottage; and where beautiful and dignified temples abound the cottages must reflect beauty and dignity. The true importance of the masterpiece is not in itself but in its influence.

Bruce Rogers is a printer of books, the higher branch of our art, but he not infrequently prints small commercial work (even cards of admission and the like), and he puts character and beauty into these just as effectively as in the larger work. We have selected as examples of the smaller work a music program and a Christmas greeting. They

PROGRAMME

I

QUARTET FOR TWO VIOLINS, VIOLA, AND
VIOLONCELLO: G-MINOR, OPUS 27 GRIEG

- A *Un poco Andante—Allegro molto ed agitato*
- B *Romance—Andantino*
- C *Intermezzo—Allegro molto marcato*
- D *Finale—Lento, Presto al Saltarello*

II

PIANO SOLO
BALLADE: A-FLAT CHOPIN
MR. HEINRICH GEBHARD

III

VIOLIN SOLO
A ROMANCE, OPUS 20 LALO
B MOTO PERPETUO, OPUS 34 RIES
PROFESSOR WILLY HESS

IV

QUINTET FOR PIANO, TWO VIOLINS, VIOLA,
AND VIOLONCELLO: A-MAJOR OPUS 81 DVOŘAK

- A *Allegro ma non troppo*
- B *Dumka—Andante con moto*
- C *Scherzo—Molto vivace*
- D *Finale—Allegro*

are chaste, lovely and entirely suitable and simple. But of these we particularly admire the "Program" itself, set in Caslon Old Style roman and italic. In it the more subtle qualities of typography, clarity, proportion and color, are finely illustrated. Probably, if a one-point lead was changed in it, or a thin space added or taken away from an indention it would be marred. We venture the assertion that to be able to successfully copy this simple composition, with all the materials at hand, would establish the competency of a compositor. We think it likely that a majority of compositors would fail to bring out its beauty again if casually instructed to duplicate it. When the printer is able to comprehend the beauty of this simple composition he is well on the way to love his art and excel in it. Without that love none can excel.

Finally, the young printer who has acquired a love of good literature (and that is mainly the old literature) will derive the greater pleasure in his work. Possibly the appreciation of the contents of books is essential to success in worthily printing them.

A TIMELY AND WORTHY PROJECT.

"Preventive surgery or cutting off a coupon to save a limb," is what a woman wrote when subscribing to the Museum of Safety and Sanitation. The museum is a clearing-house where "employers may go to learn how to avoid killing or maiming those who work in their shops, factories, mines, fields, railways, buildings and ships." It is also a lecture-bureau and moving-picture show that directs attention to the slaughter of men, women and children in industrial life and the best means of prevention known here and abroad.

Dr. W. H. Tolman, director of the museum, says the object of the movement is not commercial but humanitarian, and explains its principal purpose in this item:

"Oh, hell, I don't want your safety device; it's cheaper to hire another girl than to spend any money in putting that safety device on the presses!" exclaimed an industrialist, with a large number of presses and punches to operate. The practical employer knows that it is not cheaper to maim than to protect his operatives. He is often willing to install a safety device, but does not know where to go to see one that is practical and inexpensive, because it must not be complicated, and it must not interfere with the output. At this point comes in the Museum of Safety and Sanitation, where employers may go to learn how to avoid killing or maiming."

Philip T. Dodge, of the Linotype Company, is acting president of the museum, and Charles Kirchhoff, T. Commerford Martin, Frederick R. Hutton and Richard Watson Gilder are vice-presidents. The list of charter members shows other names equally well known. There are several classes of members, and the fees range from \$5 for annual to \$100 for life members. The office of the museum is at 29 West Thirty-ninth street, New York city.

EVERY schoolboy and schoolgirl who has arrived at the age of reflection ought to know something about the history of the art of printing.—Mann.

Written for THE INLAND PRINTER.

PHOTOGRAVURE FOR ADVANCED STUDENTS.

NO. VIII.—BY CHARLES E. DAWSON.*

ELECTRO-DEPOSITION.



THE rate of deposit depends upon various conditions, such as the density of the bath and temperature, but the more rapid the deposit, the more porous it will be, while the more slowly it is deposited, the denser it will be. Advantage may be taken of this fact by depositing the face of the plate very slowly, in order to obtain a hard face, and then hastening the deposit to make up the thickness required. It will take about a week, running day and night, to grow or deposit a plate of the usual thickness of good quality.

In dealing with currents of low voltage and large volume, it is of the utmost importance that all contacts are of ample area and held firmly together, as very little resistance will cut down the flow of current wonderfully. In order to obtain as broad contacts for the ends of the rods as possible, it is well to have solid copper ends brazed into them and these ends flattened so as to rest solidly on the distributing bars. The arrangement of the bars is shown in Fig. 12. The battery rods rest directly on the distributing bars, and so

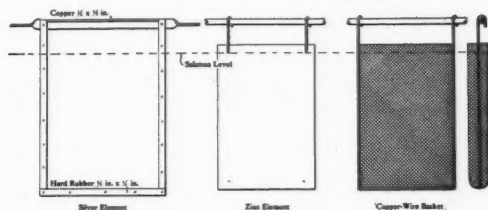


FIG. 12.

reduce the loss of current to the lowest amount. Where accumulators or storage batteries are used, the leads should be of very large area, and should be brought to the baths overhead and clamped solidly to the ends of the distributor bars. A switch-board should be arranged so that the batteries can be charged in series and discharged in parallel by the movement of the switch. The feeders should be made of hard-rolled copper and should be about two inches wide by half an inch thick.

Where the rods are coupled in series parallel, they will have to be connected with each other by means of bridge-pieces. These pieces and the ends of the rods should have corresponding holes drilled through them, through which bolts can be

* All rights reserved.

passed and held securely in place by nuts. These bolts and nuts must be made of bronze.

PRIMARY BATTERIES.

When primary batteries are to be used, the most suitable will be the kind called "Smee's," invented by the celebrated electrician of that name. This battery consists of silver elements for the positive and amalgamated zinc elements for the negative, excited in a bath of diluted sulphuric acid. It is a very simple and reliable battery and easy to keep in order. As shown in Fig. 7, the battery trough is arranged immediately at the side of the depositing trough, so that

dipping them in the battery solution for a few moments and then pouring a little mercury on the surface, working this all over them by means of a stiff brush, treating both sides the same. Every day the zincs should be brushed and the rods and hooks cleaned. The plates should also be turned end for end, in order to insure an equal wasting of their substance. When they get dangerously thin, or fall to pieces, the scraps can be used up entirely by means of the wire-basket shown in the illustration, Fig. 12. They are simply collected and placed in the basket, which is hung on the rod in exactly the same manner as the zincs are. The very last atom of zinc will then be converted into



HALF-TONE FROM JAPANESE WOOD ENGRAVING.

the battery rods may rest directly on the feeders, the positive silvers on the anode rod, B, and the negative zincs on the cathode rod, A. The best way to mount the silvers, which are thin sheets of pure silver treated with a surface deposit of platinum, is to rivet a frame of hard rubber, Fig. 12, around them and to attach by solder the top of the silver to a stout piece of copper, which being twisted through an angle of ninety degrees, at the ends forms a good broad conducting surface to rest on the anode feeder. The zinc elements are simply thick pieces of sheet zinc having a couple of holes drilled at each end, through which stout copper-wire hooks pass, which, in turn, embrace the supporting rod resting on the cathode distributor. All contacts should be examined every day and polished.

AMALGAMATION.

The zincs are amalgamated with mercury in the sink provided for that purpose, Fig. 5, by

useful current. It will be necessary to take out the pieces from time to time and scrub them, so as to insure good contact with the basket. As the zinc is dissolved the mercury will fall to the bottom of the battery trough and so be available for use again. When not in use the zincs should be placed upright in the mercury tank, while the silvers should be hung up on a rack. The greatest care should be exercised to avoid getting mercury on the silvers.

BATTERY TROUGH.

The battery trough should be of stoneware and provided with a faucet, so that the spent acid can be drawn off without trouble and a fresh quantity supplied without even taking out the elements. This is a convenience and saves many accidents. A stoneware trough should be kept for mixing the acid, as this sets up much heat, and fresh acid should not be put in the battery trough until quite cold.

(To be continued.)

Written for THE INLAND PRINTER.

PLANNING A PRINTING OFFICE.

BY F. PENN.



PRINTERS who are about to build or to move into new premises make occasion to take more or less extended tours of inspection to glean ideas from other printers, so that they may adapt them to their own use. While this is good as far as it goes, too often an idea that works

well with one printer is not suited to another, and

there is nothing so barren of results as a misfit plan. Remember, reader, once a plan is determined on and the material is in place it is too late to change. When the printer returns from his tour of inspection he may have plans more or less definitely formed, and one of the causes of bad planning is the occasional obsession and fixation of one idea and irritation and resentment toward any suggested modification of it. To keep the mind open to suggestion, to take into consultation as many of the men associated in the business as employees or otherwise as possible, and, after weighing all the evidence and possibilities, determine what is to be done, is the surest way to satisfactory results.

Every office is its own problem. In order to work the problem out, make a map of the floor plan. Take a large sheet of quadrille-ruled paper

and let each of the squares represent a square foot of the floor space. Mark the places for the partitions, if any, the windows, doors, elevators, light-shaft, which can be easily done to scale established by the squares.

Next make a list of all the frames, banks, desks, platen presses, cylinder presses, etc., that are to have place on the floor. Make a careful measurement of the dimensions of each. Then take cards and cut them to the dimensions measured for each article, using the basis of the scale established by the squares of the quadrille-ruled

paper. The name of each article represented by the card dummy may be written on it, or colored cards may be used, the same color for the cylinder presses, another color for the platens, another for the frames, etc. You are now in a position to play a sort of game of checkers with your various aides in your shop in laying out the plant in the most convenient way to transact your business with the least amount of unnecessary footwork. Every unnecessary step in the printing-office costs you money. So arrange your plant that the work shall proceed in one way, and go through its progressive stages in an orderly way. Good

light is an asset in a printing-office. An adequate receiving and shipping room. Provision for sorting and baling all waste-paper. All things arranged in an orderly way beget order in manufacturing of printing—and "order is heaven's first law."



HALF-TONE FROM JAPANESE WOOD ENGRAVING.

Written for THE INLAND PRINTER.

MECHANICAL METHOD AND COST SYSTEMS.

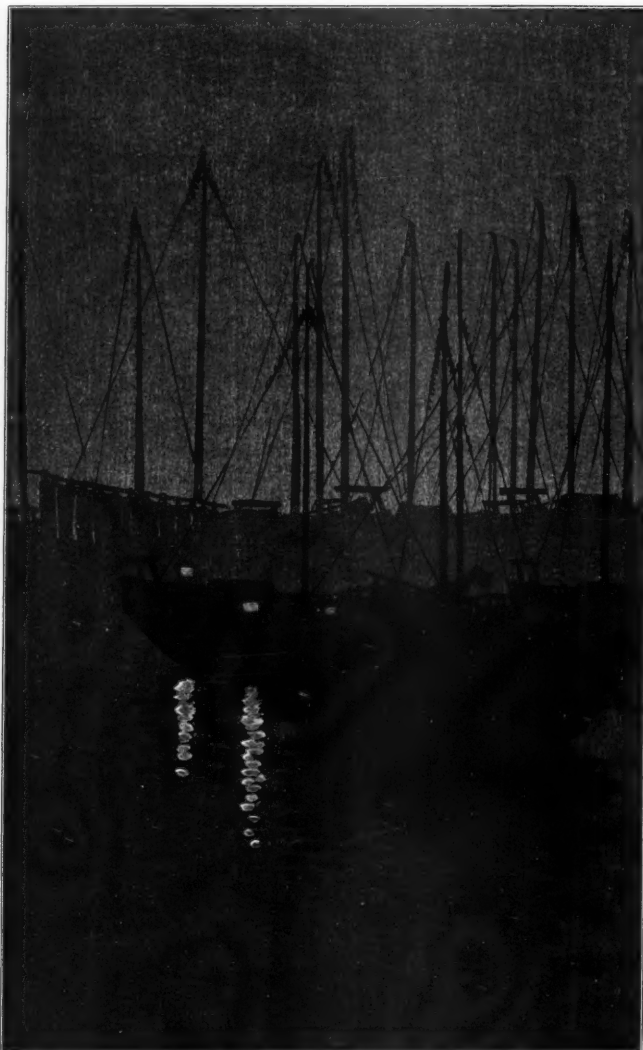
BY CHARLIE HAYES.



AFTER the employing printer has found out his cost of production or the average cost in his community, it is true that he has secured valuable information, but however extensive this information may become, it can never satisfy inquiry. Systems of any description are advantageous if lived up to, but they must have nutrition; they require stimulating; and the stimulant most beneficial to the cost systems recently adopted and in operation in many printing-offices throughout our country is mechanical methods. When we place "Cost Systems" and "Mechanical Methods" side by side and compare the relative strength of each, which of them do we find the most profitable factor in the production of a piece of printed matter? Cost system does not prevent men from utilizing fifteen hours on a ten-hour job, nor does it prevent a proof from going to a customer with numerous errors in it; nor does it prevent workmen from looking to one another for instructions; nor does it prevent a form going to press with errors that have to be corrected on the press, and a multitude of other illustrations too numerous to mention, all of which mechanical methods have the power of preventing.

It is thus we see that mechanical methods are the most powerful factor of the two. Mechanical methods can live without cost system and thrive, but cost systems can not live without mechanical methods; yet, on the other hand, when sharp mechanical methods are combined with rigid system, and backed with mechanical brains, system then becomes a prime factor in the printing industry.

When we reach the mechanical departments of our modern printing establishments, and note the various processes through which a piece of printed matter has to pass on its way to completion, and take into consideration the fact that time comprises the bulk of the product on which profit and loss can be based, and there is a certainty that the allotted time estimated to complete the job was amply sufficient, yet the time consumed is greatly in excess, where does the fault lie? Which is to blame? System or mechanical methods? Some men are too willing to assume that things are going right, and spend sleepless nights in fear that something "might" be wrong; but the fellow who rather supposes that things are going "wrong" until they are proved to be "right" is the better off in the long run. That there is need for excluding the possibility of going wrong is plainly manifested. The mechanical departments produce the profit and not the business office with all of its elaborate "systems."



HALF-TONE FROM JAPANESE WOOD ENGRAVING.

Written for THE INLAND PRINTER.

VALUE OF THE NEWS ELEMENT IN ADVERTISING.

BY S. ROLAND HALL.



NE large department store calls its copy-writers "reporters." This name for the writers of advertising copy emphasizes an important truth often overlooked, that is, that a great deal of advertising should be news—business news, of course, but no less interesting and no less effective than much of the matter appearing in the so-called reading columns of newspapers and magazines.

Copy-writers are being continually urged to

kind of suit the inquirer has in mind and will then describe as realistically as he can what his store has that will meet the need.

Why is it so difficult for the writers of advertising copy to do the apparently simple thing of describing the interesting features in a newsy way?

Why does it seem to be the common impulse, even with men that in the store or on the road are good salesmen, to do stunts or to fly the track in their efforts at the clever things that Mr. Walt McDougal thinks are so important—whenever they begin to put their salesmanship on paper?

This will always remain one of the mysteries of advertising.



HALF-TONE FROM JAPANESE WOOD ENGRAVING.

take lessons from the work of the good salesman. The salesman in the store is ever ready with interesting particulars of the goods he offers for sale. If it is a suit that he is trying to sell, he leaves nothing unsaid about the style, the finish, the wearing qualities that is likely to interest and impress the prospective buyer.

Catch the good salesman away from the store, with no suit to help him out with his canvass, and even then he doesn't content himself with telling an inquirer that the store "carries positively the most magnificent line of clothing ever offered in the city of Buffalo." He will intuitively find what

The copy-writer will be helped if he will keep in mind that he is to play the part of a reporter as well as that of a salesman.

An acquaintance of mine some time ago got an ice-cream concern interested in better advertising. The proprietor had been advertising his cream as "the best in town." Moses, if he made ice-cream, probably made the same claim. The claim was entirely devoid of news value and impressiveness.

This acquaintance began to nose around. He was a walking interrogation-point. He wasn't long in discovering that for years this firm had regularly kept up a standard of butter-fat in its

cream that was about one-fourth higher (and richer) than other ice-creams—a strong point. Then he found that no ordinary water was used around the factory, that it all came from a fine, private artesian well that went away down under the rocks. He discovered that the maker of the cream put up special flavors such as cherry and hickory-nut for Sunday dessert—facts that not one woman in a hundred of that town was familiar with. And what an interesting series of little advertisements he was able to get out. He actually told the people of that city a number of things that they were as much interested in knowing as they were in reading straight news. What is more interesting to a housekeeper than a good suggestion for Sunday dessert?

White Rock water was used by the Southern Society of New York at one of its annual dinners. This incident gave the copy-writer a chance to publish an interesting news item that brought the advertisement increased attention. A mail-sack found in Alaska, after having been lost for several years, contained a watch that, when recovered, went on ticking as if it had just come from the jewelers and hadn't lain in snow for several seasons. A reproduction of the clipping, along with some points about the construction of the watch, gives an advertisement that people will read out of pure interest without realizing that they are reading an advertisement.

In spite of the efforts made to stamp out press-

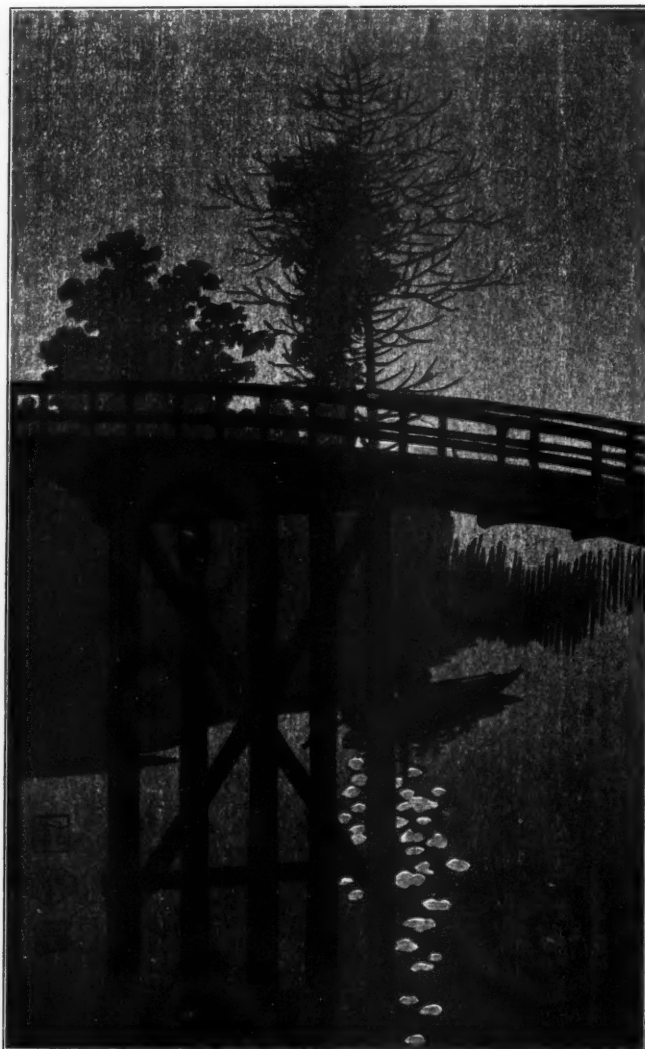
agent work, it must be conceded that there is a great deal of business news that is really worthy of a place as news. When advertisers learn that they hurt themselves by including self-praise in the items that they send to editors there will be less complaint about press-agent work. A great many publishers, particularly among the trade and

technical papers, welcome items dealing with new plans, new machinery, improved methods of operating. If such items are written in the style that leads the reader to believe that he is reading real news or real instruction, rather than thinly disguised advertisements, the effect will be much stronger.

A plainly dressed woman some time ago walked into one of the banks of Scranton to open a savings account. When she was asked how much she wished to deposit, she calmly presented a \$1,000 note. When the teller tactfully inquired how she happened to come to that bank, she said, "I saw the advertisement in the _____,"

naming one of the local daily papers. An account of the incident was welcomed by the paper, for it was a good advertisement of its own power as a medium, but it was publicity for the bank at the same time.

The "stunter" will not be downed. He receives encouragement from much of the work of the big advertisers, and he is apparently unable to discriminate between mere "attention" and attention that inclines people toward buying the goods.



HALF-TONE FROM JAPANESE WOOD ENGRAVING; RUBBED IMPRESSION.

An eastern concern, makers of printing-inks, have a full-page advertisement in a prominent trade journal, the upper half of which is a half-tone showing a prostrate figure of a man who has evidently been stricken down by two enormous apples, several times bigger than his own body, one of which has pinned him fast to the ground. The effect is produced by ingenious patching of two photographs, although the engraver might have selected an apple orchard instead of a grove of timber, for the setting of the "accident." The text of the advertisement reads:

IMAGINE
(No. 4.)

Sir Isaac Newton sitting under an apple-tree, bearing some of the above apples—the result of Professor Burbank's earnest efforts. Isn't it just possible that the "law of gravitation" would have been impressed even more suddenly on his mind had the above accident occurred? We think so. Now, *it isn't necessary* for us to drop a can or a barrel of ink on the head of the average printer to make him understand its good qualities—all we want is a trial order to demonstrate what we have said about our high-grade inks.

It is likely that the company whose advertisement is quoted above, makes some special inks that produce unusually good results for certain kinds of work, and that printers generally do not know all about these inks. This being the case, it would seem to be a pity that the advertiser did not see fit to volunteer this really interesting bit of trade news for the benefit of the readers of the journal, instead of filling expensive space in a trade paper

with a rambling, inappropriate statement and picture which bears no relation whatever to the goods advertised. While the advertisement doubtless attracted attention because of its prominence and the unusual character of the illustration, it certainly distracted it from the real subject of the advertisement, and even from the author's name.

It would be a good investment for this manufacturer to employ a capable advertising "reporter" to nose around for a day or so to find and write up the newsy things about the making and using of fine printing-inks, though it may be admitted that manufacturers prefer to generalize rather than be specific.

THE COST OF
A LIE.

For furnishing false information to a reporter for a New York morning newspaper, E. W. Welch, a lawyer, was given the alternative of paying a fine of \$150 or of going to jail. The suit involved a claim for damages and incidentally a woman's reputation. City Court Justice La Fetra in his decision said: "I want to say that it is illegal for any one to parcel out 'fakes,' or false stories, to newspapers. For a lawyer to be guilty

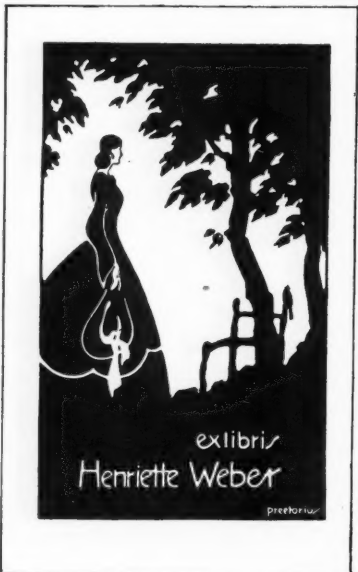
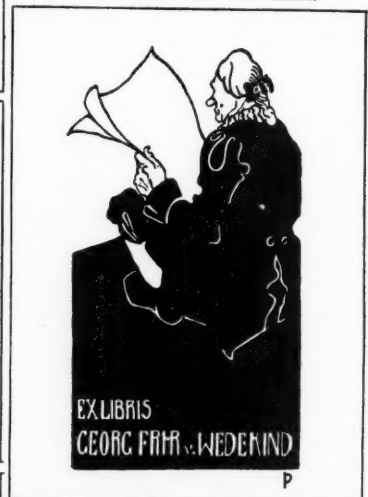
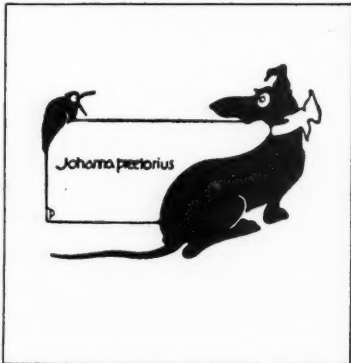
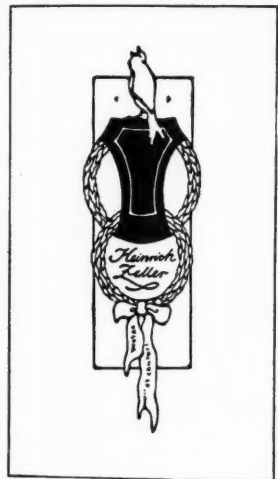
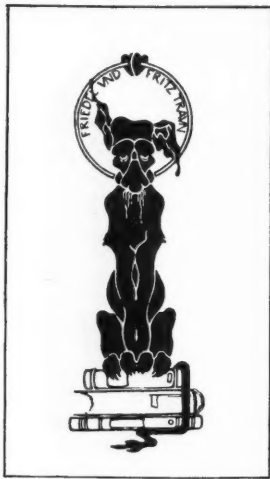
of any such indiscretion is doubly criminal, for the reason that he not only does an injustice to the newspapers, but he puts the Bar Association in bad repute. Both have troubles enough to contend with without anomalies of the character contained in the papers before me."

Justice La Fetra refused to accept any of the excuses offered by the defendant. The action was taken under an enactment by the New York Legislature, which makes it a misdemeanor to give false information to a newspaper.—*Practical Advertising.*



HALF-TONE FROM JAPANESE WOOD ENGRAVING.

The print from the wood engraving is made by rubbing and not by direct impression. Register of colors is perfect.



BOOK-PLATES BY EMIL PREETORIUS.

From *Deutsche Kunst und Dekoration*.



A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

120-130 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. XLIII. JULY, 1909. No. 4

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by promptly using the blank enclosed in the preceding number. *Do not detach the lower coupon.*

Foreign Subscriptions.—To Canada, postage prepaid, two dollars and sixty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to honestly fulfill the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C.

JOHN HADDOX & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brems buildings, London, E. C., England.

ALEX. COWAN & SONS, (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

COWAN & Co., Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipzig, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Capetown and Johannesburg, South Africa.

A. OUDSHOORN, 179 rue de Paris, Charenton, France.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

EDITORIAL NOTES.

THOUGH proverbially a delinquent in that respect, we rise to remark that a printer's advertising should be the best product of his office, and yet something that could be duplicated for any customer who is willing to pay the price.

In the more progressive centers there has been sufficient investigation to show that gross mismanagement is the cause of failure in many instances. Nowadays when a manager or a director complains that this or that department or group of employees is causing him to lose money, he is listened to politely, but a large interrogation point looms in the auditor's mental vision.

THOSE disposed to rail at the effectiveness of mere educational work in the effort to have printing done at a profit, must not forget that men do what they think about. They may be slow in doing that, but they never do what they haven't thought about. Do first things first is an admirable rule. And it is patent—regrettable though it be—that the first thing with many printers is to show them what profit is, create a real, moving desire for it, and then demonstrate how it may be obtained.

ENTERPRISE is not confined to those who sit in front offices and smoke and "plan." There are others keen to take advantage of modern methods, and to plan also. In a contemporary we read of a ruler who descended on a western city with a set of moving-picture films showing him at work on a ruling machine. This appears to have the old "recommend" and "smooth line of talk" put among the things that are obsolete, as the correspondent says sententiously, "He got a job." Is it possible that we are entering an era when a photograph of the sick baby or ailing wife will accompany the oral explanation of "Why I didn't show up yesterday?"

At Detroit the United Typothetæ will hold its twenty-third annual convention, and outward signs do not give promise of anything startling in the way of legislation. Last year Mr. Ellis' proposal to materially change the policy of the organization was being discussed for months before the convention. From official sources at this writing there is no intimation that any question of moment is likely to be disposed of. There has been a reduction in dues during the year, and this and other pecuniary matters may engage attention, but they are not affairs of public interest. The innovation will be the setting aside of time for the secretaries of local Typothetæ who will read papers intended

to provoke discussion that will expose trade conditions in the various cities and develop methods for betterment. The program, which we print elsewhere, is a guarantee that the social features incidental to conventions are not to be overlooked.

THE National Editorial Association goes farthest, and has the best time of all convention-goers in the allied trades. This year the happy country editor has his feast of reason and flow of soul at Seattle, and some of him will go to Alaska. We of the blare and bustle of the city wonder why we ever left the quiet town and humdrum village to let such summer prizes pass us by. "All that glistens is not gold" and several other similar "tags" smite us painfully as we ponder on the delights of "Pay Streak" and the luxury of Alaskan waters in midsummer.

THE union card is supposed to be a certification of the fact that the holder is competent to earn the standard wage. This is true in theory only. With the causes which make this theoretical instead of practical the man who has to pay the bills is not interested. The union proposes to sell him a service, and the service is often defective. The International Typographical Union is working energetically to improve its service by supplementary education. The unit of strength in the union is the skilled workman. Less union politics and more craft pride will bring organized labor into its true place and power.

BRITISH printers surely know what to do with the Prince of Wales, who has been represented to us by a recent writer as being a dull chap, with about the mental equipment to make a good British king, but not sufficiently alert to be acceptable as a prince. However, His Highness presided at a festival of the Printers' Pension and Orphan Asylum Corporation, and made a good speech on the printer and his works. But, he did not stop with a speech; he took up a collection, so to speak, with such success that the corporation's funds benefited to the extent of about \$66,000, the prince giving \$500 for himself and \$250 for King Edward. Of the printer, the Prince said he was the invisible friend of all who wrote or read; his elimination would mean social, political and commercial collapse, for he has been the instrument of truth, liberty and freedom. He spoke of the keen competition that made the printer's life more strenuous than ever before, notwithstanding what civilization and legislation had done to make life more reasonable. He complimented the profession, if you please, on having retained so much of the old apprenticeship system, and lauded those who were

instrumental in providing technical schools where apprentices and others could obtain instruction supplementing that acquired in the offices. All of which shows that the Prince of Wales knows who to go to when he wants material for speeches, or that he has been watching the printer with an eagle eye, and also knows on whom to lavish his spare change when he leads a campaign on behalf of the unfortunates of the craft.

SINCE the retirement of Senator Platt, the way of the express companies have been beset with thorns. Nathan B. Williams, an Arkansas lawyer, has been delving into the law and workings of the Postoffice Department and finds that the express companies are carrying large quantities of profitable mail matter, which accounts for twenty-four-million-dollar express-company "melons" and fifteen-million-dollar postal deficits. In the juggling of rates and classifications that brings about this result, towns, villages and industries are discriminated against in such a manner as to be offensive to good public policy. Mr. Williams also maintains that this is contrary to the provision in the revised statutes which is intended to create a monopoly of mail-carrying for Uncle Sam. Some years ago an individualist—one believing the less we have of government the better—who endeavored to demonstrate that the postoffice was a clumsy and expensive affair, undertook to carry mail between two Eastern points at a reduction on the regular rates. The judiciary cut short his career as a practical reformer, so Mr. Williams has brought his contention before the courts. If he is upheld, it will simply be another illustration of the fondness bureaucrats have for the time-honored practice of stopping petty leaks at the spigot and allowing floods to proceed out of the bunghole.

SENATOR PAYNTER, of Kentucky, thinks the duty on Linotypes too high and would cut it to ten per cent. If his reasoning were applied in its entirety, all that goes into the making of a newspaper would be placed on the free list, a very improbable happening. After speaking of the power of thirteen thousand country newspapers which have their type set in the old-fashioned way, the Senator said: "The Government can not put its functions to a more beneficial use than in lending the necessary aid in the education of the people and in the distribution of knowledge. If Congress would safeguard the independence of the press it should not retain on the statute books laws which prevent newspapers from obtaining the material they need at reasonable prices, for their prosperity and success removes from their path-

ways obstacles which do not conduce to independence." "Which listens well," as the phrase goes, but indicates a fiscal system entirely at variance with the settled policy of the country. We must confess that if such a plea is regarded as justification for putting any raw material on the free list, it should hold for all. Is it possible that because paper is a large matter with big publishers "free paper" finds friends in Congress? If so, it is a tribute to the organization of the last mentioned, for there is not much doubt the humbler editors and publishers wield the greater influence with their public. As yet, however, they have not affiliated in such a manner as to make that influence felt most effectively. If they had done so, we may be sure Senator Paynter would not be standing alone as their champion in the Senate chamber. Like the commercial printer, the country editor and publisher is allowing a great quantity of power and energy to go to waste simply because he doesn't know "where he is at."

THE real cause of the retirement of Census Director North is shrouded in mystery, for a disagreement with the secretary of the department about some detail of management does not explain the removal of a man with Mr. North's influence. While not going the length of reiterating the assertion that the Census Bureau issued reports which seemed to be the product of the Ananias family, yet they were disappointing. Readers will recall the efforts of THE INLAND PRINTER to get some concise information out of the *Bulletin* on the printing industry. Laymen and an expert were unable to give us the desired knowledge. Those in a position to know something about the Bureau smiled at our perplexity. Then came Superintendent North's memorandum giving the prices of paper. So far as a layman could judge, the Newspaper Publishers' Association demonstrated that the Bureau's figures were worse than useless. The census is a very expensive affair, and its reports should not only be reliable but understandable to the layman. We trust that under the new management when schedules are being prepared for the graphic arts, practical men will be consulted in the arrangement of them. It is not enough that the work is assigned a Census Bureau clerk who at one time conducted an establishment of some kind. There have been vast changes in a few years, and while one man may know how to meet the needs of the country publisher, or small city office, or large concern, he may not be—and very likely is not—capable of preparing schedules suitable for all three. Business men are expected to go to the expense and trouble of filling out the

blanks, and it is reasonable to expect that the result should be of some real value to them and questions phrased in the current language of the trade.

THE idea that came out of the West—a combination of the allied industries—is taking hold. Daniel Baker, addressing a joint meeting of the board of trade and Typothetæ at Philadelphia, said that notwithstanding all the talk of the criminality of doing jointly what one can do alone, the "community of interest" idea "is the real and right controlling influence of business conditions at the present time." He argued forcefully and correctly that printers, electrotypers, binders, inkmen and the regiment of supply men apparently are buying and selling of one another, but in reality there is only one customer, the public, "which will pay just what we collectively ask it to pay, and that if any one of us loses his share of the profit on the sale all of us suffer. We should be a unit in this, as the public is a unit in getting value for what it pays." It pleases THE INLAND PRINTER, which, keeping its economic ear to the ground, has observed the trend of events and for long has preached effective coöperation, to hear men like Mr. Baker preaching the same doctrine. We notice that he does not take within his purview the most important element in production—labor. On the Pacific coast it is treated as tradition says Solomon treated the smith at the Temple. The reason for this disparity is plain; in one place the unions are powerful and in the other comparatively weak. In such circumstances the omitted factor is bound to be made to feel the heel of the combination. There may be no declared policy, or even desire, to that effect, but it will come as inevitably as that a weighty superstructure bears more heavily on the foundation than a lighter one. What the result will be we do not pretend to say, but we know that repression produces explosions, and the parent of revolt is oppression.

THE retirement—and it seems to be permanent this time—of John Macintyre as secretary of the United Typothetæ removes from official position in the printing field a somewhat picturesque character. Professing to be an apostle of peace, he was thought by many—every employee and some employers—to be the harbinger of trouble. That he could advocate peace and be a fighter—which Mr. Macintyre is—might be understood, but that he should promote pacific measures and support propositions intended to provoke war is not so easily reconcilable. The ordinary explanation of such conduct is that the man is erratic or

not honest with himself, the result of a kink in his intellectual make-up that renders him mentally dishonest. Mr. Macintyre's friends have explained this defect in his public career by saying he was a mere servant and followed rather than framed Typothetæ policies. These apologists do not elevate their hero. Mr. Macintyre has in him some of the qualities of leadership, and, if he allowed them to be subordinated to the whims and wishes of others, thus doing violence to his convictions, his friends put him on a lower plane than do most of his opponents. It is still worse to accept the other explanation that, like many other secretaries of employers' organizations, he promoted disturbances for business reasons, as it put money in his purse. While by no means an ardent admirer of the gentleman, we can not bring ourselves to believe that Mr. Macintyre was so shortsighted as to pursue that policy with employing printers. If he was actuated by such a motive, we may be sure his sin will find him out. No man in the craft was so idolized by his partizans as was Mr. Macintyre during war time; but that has perceptibly lessened since his return to office last autumn. There was mild criticism then, and now his official retirement is given to the world without a word of appreciative comment. Whatever the reason for this silence—supineness, avariciousness, or the mental twist that prevented his being honest with himself—Mr. Macintyre will be remembered as a craft official devoted to destructive rather than constructive work. We wish he had made better use of his opportunities.

THE convention held at Omaha last month marked the coming of age of the International Printing Pressmen's Union. Born of a schism in the International Typographical Union, the pressmen's organization has had a somewhat stormy career. First it was regarded as Ishmaelitish by organized labor, for which it received balm to its outraged feelings by being designated as a model association of its kind by employers' associations. For years it was coddled in that way. The more emotional and the philosophical of the membership resented that, and the feeling of resentment reached flood-tide when the eight-hour question was up for disposition. A combination of circumstances led the erstwhile model organization to take the most drastic action ever taken by a union in the printing trades. We, in common with the great mass in the trade, regarded it as a violation of contract. At that time it looked as though the organization was approaching the throes of disruption. The Typothetæ left the question of breach of contract to the arbitrament of the courts and secured a temporary injunction. From that

moment the waning fortunes of the union revived. The court ultimately decided that the contract was improperly entered into and therefore not binding on the pressmen. Since then the pressmen's union has been gaining ground, and advance sheets of the officers' reports show it to be in a prosperous condition. It is still prosecuting an eight-hour campaign, but has it and other troublesome matters so well in hand that there is promise of it beginning a career of constructive work. The conditions under which the present officers were elected made them an object of interest—suspicion would be the proper designation of the attitude of many of the craft. The national arbitration board of the Newspaper Publishers' Association has given them a certificate of fairness, and they have taken an advanced position regarding some features of craft affairs till now they are fairly well understood. Pressmen have become so important a factor in the economy of printing-offices that we hope their union will achieve the most optimistic expectations of its friends.

A CHURCH GRAFT HIT.

Advertising in church programs was given a severe jolt last week when Rev. M. A. Matthews, pastor of the First Presbyterian Church, of Seattle, in a talk on "Tolerated Graft on the Increase," had this to say of it:

"Among the many kinds of graft now tolerated, and which are steadily increasing because of this toleration, is religious, or ecclesiastical, graft.

"When I first came to Seattle I found in the program of this church a number of advertisements of local merchants. I protested against this. No merchant ever sold 5 cents' worth of goods through an advertisement in a church program.

"The church, in accepting the merchant's money for the little two-line advertisement, was simply grafting, by using the church as a means of holding him up for the money paid for the advertisement.

"The average church dinner is also a specimen of ecclesiastical grafting. The church goes to the merchants of the city and begs the ham, bread, cake and sugar, prepares the dinner, and then invites the very merchants who have given the materials to the dinner or luncheon at 50 cents per plate.

"The merchant gets no value for his money; he is simply held up by the church organization. If churches can not publish programs and can not give entertainments and dinners without this sort of grafting, they should forever cease publishing programs and giving dinners." — *Fourth Estate*.

"GEYSER" OR "KAISER?"

The teacher was giving a geography lesson, and the class, having traveled from London to Labrador, and from Thessaly to Timbuctoo, was thoroughly worn out.

"And now," said the teacher, "we come to Germany, that important country governed by the Kaiser. Tommy Jones, what is a Kaiser?"

"Please 'm," yawned Tommy Jones, "a stream of hot water springin' up an' disturbin' the earth!" — *Argonaut*.

Written for THE INLAND PRINTER.

THE PRINTER AND HIS CLAIMS.

BY A. H. M.



WHAT you say and how you say it, and to whom you say it, are the important considerations in advertising. The claims which a printer makes—the arguments he puts up—in order to get trade, may be roughly divided into two classes. The first class is the educational argument, the advantages of using a liberal amount of printed matter and the still greater advantage of using only that of first-class quality. The second

standard of practice in the trade, and the result is a flat monotony.

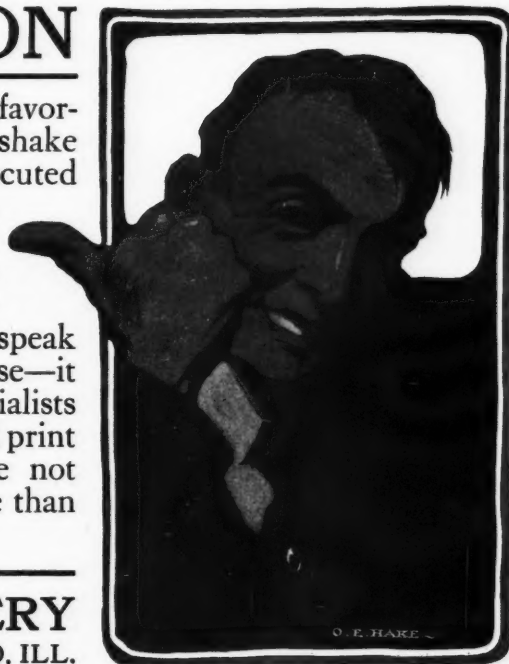
It is not to be forgotten that if you distribute a thousand carelessly prepared booklets or circulars, costing \$20, and you receive only one inquiry or one order, that inquiry has cost you just \$20. On the other hand, if you send out the same number of correctly written and printed circulars, which cost, let us say, \$40, and you receive twenty inquiries, each of those will have cost you only \$2.. These figures are extreme, but they vary only with the degree of quality in the writing and printing of the printer's advertising matter.

But this is a slight digression. What we are

An INDICATION

of stability and business standing—a favorable impression which is difficult to shake—is given by tasteful and well-executed business stationery. No economy in its truest sense is found in curtailing the efficiency of this element of success. It is the most widely distributed of all the factors that speak for the standing of a business house—it is the most neglected. We are specialists in business literature, and design and print individualized stationery. We are not cheap, but our work is worth more than we ask for it.

THE HOLM PRINTERY
124 CLARK ST. CHICAGO, ILL.



SPECIMEN PRINTER'S ADVERTISEMENT.

class is the argument that the printer who is addressing the prospective customer is peculiarly well fitted to do first-class work under conditions that are most favorable to the customer.

Printers usually prepare their own advertising matter. But those who are familiar with the value of advertising recognize the superior efficiency of specialists. They employ the experienced writers—men who know how to make a statement having conviction-carrying power, and to dress the statement appropriately. Printers, as a rule, know very little of the subtle qualities of type expression. They know the technique—how to put type together; but their selections of letter, suitable form, just arrangement, are usually taken from a

considering is the printer's claims as verbally expressed. From a number of specimens of printers' advertisements the following are selected, which readers will find it interesting to modify and attempt to improve:

WRITE!

But when you write use stationery printed by us—it is *always right* and *all ways right*. We guarantee to do as good work as any print-shop at ninety per cent of its prices. Order that stationery now, before you run out of the old; you will be surprised at the excellence of it. Pratt's Practical Printery.

DO YOU KNOW

there is a bright spot in the career of any Business Man when he comes to realize there is no better medium for

extending his trade than Good Printing and Advertising? We make Business Building Printing a Study. The Schaefer Press.

SHAKESPEARE SAID

"The apparel oft proclaims the man." Every one seems to think he just about hit the nail on the head when he said that. But, in a transaction by mail, what then proclaims the man? Not his good clothes. Not much. It's the quality of his business stationery that cuts the ice then. Send your next order for stationery to Jones Brothers, Printers, Bismarck, North Dakota.

TIMELINESS.

Printing ranks second in value in the world's industries. As a factor in securing results, it ranks first. This makes it important enough to warrant the Blanchard Press becoming your printers. Because, in addition to the quality of our work, we deliver it on time. Make your printing needs our work, and we will show why we have earned the privilege of adopting "On Time and Right" as our business slogan. The Blanchard Press.

THE STUFF PRINTING CONCERN.

Dear People: Cheer up. The Horse Show is on, the Western Washington Fair is about to open, the Primaries will soon be off, Election Day will come a-whoopin', Bill is sure to be IT, Potatoes is fine, so's the weather—Cheer up, You—Quit your Grumbling—Get In and Help Dig.

Seriously, the printing business is one of the best criterions of commercial prospects. We have handled during the past month the largest volume of high-class, bona-fide business printing we have ever booked in a corresponding time in Seattle. (Eight years in Seattle, establishing and operating two of the best known printing-plants in the West.) This means something to us all. At your service for the best. The Stuff Printing Concern, by Harry S. Stuff. N. B.—Don't forget to boost the big show.

DISTINCTIVE PRINTING.

Printing is the ambassador of trade. It is sent out to acquaint your customers with your business. It goes where you can not be; it tells the story you would have told had you been able to go in its stead; it is the means by which you hope to attract attention to your house; to interest the public and secure patronage, if at all possible. In order to achieve these results and secure adequate returns for the money invested, it is vitally essential that your printed literature have distinctive qualities. Ordinary printing is forgettable printing. Distinctive printing impresses itself upon the mind and brings results. Empire Printing Company.

ADVERTISEMENT—DON'T READ IT.

Are you satisfied with your printing? The Printery, which is just around the corner on East Sandusky street, takes especial pleasure in making things of Beauty and of Taste. We make Booklets, By-laws, Letter-heads, Bill-heads, Envelopes, Cards, Tickets and the regular line of printed matter—but we make it "different." If you like this job, and have any printing you want done, come to our shop—if you don't like THIS job, bring yours here any way. We do two kinds of printing—Good To-day, Better To-morrow. Give us your next job "on suspicion." The A. B. Doerty Printery. Cleanest Print Shop in the State.

ARE YOU SITTING DOWN?

Are you sitting down resignedly and expecting business to improve without contributing anything toward that much-desired result of your own initiative? There's very little comes to us without effort. The way to get business is to go after it, and the best way to go after it is by the intelligent use of printer's ink. When business is dull the need of putting out printed advertising is all the more urgent. Among the various ways of advertising the booklet and folder are the most popular and effective. A well-written booklet, tastefully designed and printed uncommonly well is bound to impress the recipient and win his trade. It should be designed to meet the requirements of your particular business and will be equally effective in one or more colors. Just as good results may be obtained through the medium of a folder—which is susceptible of as much variety of form as the booklet. The blotter as an advertising medium is firmly entrenched in popular favor. A well-prepared advertisement skilfully displayed and well printed, either in black or illuminated in colors, is a never-failing business getter. Printed on the coated side of the stock, it is always printed side up carrying your message. Any one of these forms of advertising is a sure way of building up business, and is a profitable investment. And, above all, don't overlook your stationery—letter-heads, business cards, bill-heads, envelopes and other printed matter you use. You are sized up by the impression they make, and it is obviously essential that they be of a character to make the best impression possible. The Pearl Press.

RED, WHITE AND BLUE.

Hurrah! It pays to enthuse over your goods when you are sending out a catalogue, booklet or other advertising. State facts always, and do not be afraid to enthuse. Your attitude always influences your customer. The Barta Press is enthusiastic over its work. That is the reason why its products always create interest and command attention. Therefore, it pays to buy advertising from them. The Barta Press products enable the manufacturer to properly transmit his enthusiasm to his customer.

Explosions! Explosions inside of a sixteen-inch gun are all right. Explosions about your goods are all right. But remember the explosion in the gun accomplishes nothing unless the gunner first rams a shell home and trains the gun. The Barta Press products help you to send shells filled with truth about your goods and present these truths in just the right way to most effectively accomplish your purpose.

Fireworks! Fireworks include cannon-crackers, but it is the beautiful set pieces and sky pieces which have been carefully studied out to produce a certain effect, that attract the most applause and *longest linger* in the memory of the spectator. Highly elaborated and decorated catalogues and booklets may be termed advertising matter; but the Barta Press style creates confidence in the product exploited, brings a maximum quantity of orders and leaves the most favorable and lasting impression.

The Fourth! It is oftentimes the fourth piece of advertising which develops the order. The first catches the eye; the second brings the brain into action; the third establishes a desire for the article advertised; the fourth focuses the action of the customer. Advertising developed by the Barta Press has a reputation for bringing the order immediately. It is built to not only catch the eye and the thought of the prospective customer, but to create desire and focus the action—all four in one.

Written for THE INLAND PRINTER.

A LIBRARY EXHIBITION OF BOOK BUILDING.

BY S. H. HORGAN.



BEGINNING this month of July, there will appear in sixteen libraries throughout this country a public exhibition of the materials that go into the making of a printed book. It is the realization of a plan proposed two years ago by Mr. John Cotton Dana, librarian of the Newark, New Jersey, Public Library, and which has been since that time in preparation.

THE PRINTED BOOK

Its Materials and Features

This Exhibition illustrates the Art of Bookmaking in all of its many phases. It includes about a thousand specimens, from old and modern books, of the Paper and Binding Materials, the Typographic Features, the Decorations and the Illustrations of Printed Books

One of the posters used in the exhibition.

Mr. Dana's suggestion was that librarians make collections of specimens of the physical features of a book and so arrange them that they could be exhibited and thus educate all those that handle books into a greater appreciation of the careful thought, refined taste and highly trained skill that are essential factors in the building of a book.

Mr. Dana was made chairman of a committee to carry out his plan, the other members of the committee being H. E. Legler, Library Commission, Madison, Wisconsin, and W. P. Cutter, Forbes Library, Northampton, Massachusetts. The work of compiling the exhibit actually fell

upon Mr. Dana, who has just completed the task, and who thus speaks of it:

"This exhibition has been made in the hope that it will interest readers in the art of book-making—an art which forms an important part of the printing industry, which, in this country, gives employment to an army of writers, editors, artists, printers, pressmen, papermakers and craftsmen of varied kinds and in which is invested such an enormous capital that it would be impossible to compute it.

"It suggests the careful thought, highly trained skill and refined taste which are needed to produce a beautiful book. It suggests also that few books have bestowed upon their making the care and thought that may reasonably be asked, and that better paper and ink, clearer type and presswork and more substantial binding are possible at a moderate price. In a word, the exhibit may open

THE FEATURES OF A PRINTED BOOK

and the materials used in making it

- | | |
|-------------------------|---------------------------|
| 1 Manuscripts | 21 Photogravures |
| 2 Book papers | 22 Zinc etchings |
| 3 Water marks | 23 Half-tones |
| 4 Printing inks | 24 Three color half-tones |
| 5 Type faces | 25 Block printing |
| 6 Type pages | 26 Book plates |
| 7 Title pages | 27 Binding materials |
| 8 Printers marks | 28 Book cloths |
| 9 Initials | 29 Leathers for binding |
| 10 Head and tail pieces | 30 Lining papers |
| 11 Dedications | 31 Cover papers |
| 12 Prefaces | 32 Book wrappers |
| 13 Contents | 33 Bindings |
| 14 Indexes | 34 Pamphlet covers |
| 15 Wood engravings | 35 Printers |
| 16 Copper engravings | 36 Printing presses |
| 17 Etchings | 37 People reading |
| 18 Mezzotints | 38 Display printing |
| 19 Steel engravings | 39 Mottoes |
| 20 Lithographs | 40 Colophons |

List of features shown in the exhibit.

the eyes of some to what is meant by the discriminating when they speak of the beautiful and honestly made book.

"Art enters largely into the making of a book. In the harmony of cover and contents; in the cover decoration; in the adaptation of type to sub-

ject matter, to size of page, to width of line and other elements; in the arrangement of title-page, chapter headings and other features; in the choice and use of decorations, headlines, initials and color, and in the selection of illustrations. Art is good taste, expressing itself through the best of craftsmen in the beautiful book.

"To look at books with interest, with care, critically, passing judgment on them as a whole and then on their several parts—this is to practice one's esthetic sense on one of the commonest of all subjects, which happens also to be the most important of all the products of human skill and the best fitted of all those products to serve as an object of art study."

The features of a printed book shown in these exhibitions number forty. They are mounted on cream-tinted boards, 13 by 17½ inches, to the number of from 150 to 200 mounts. For instance, there may be only two mounts devoted to manuscripts, the first subject on the list; three will be given to initial letters and four or more to head and tail pieces, and so the number of mounts devoted to a subject will depend upon the number and interesting character of the pieces available. The separate pieces in each set for this exhibition will number over a thousand. Readers are advised to visit one of these exhibits in the nearest library and note how the commonest objects they handle, even paper, when properly arranged and titled, become instructive and interesting.

A TOURIST'S LAMENT ON "THE WAVE."

"Buddy" Matthews, the oldest tramp printer now on the road, and one of the last of the band that is being chased to the woods by the Mergenthalers, was in Fresno when this city voted "dry" on April 12 last. "Buddy" immediately hit the ties for 'Frisco, and on the outskirts of the town met T. Howard Goshen. The latter was headed for Fresno, not having heard of the disaster in the Raisin City. "Don't do it," said "Buddy," and he shot this at T. Howard:

"I've wandered through old Fresno, Tom, 'taint what it used to be; they're preaching up the raisins now and preaching up the tea; it's just two weeks ago, Tom, that Fresno voted 'dry,' and every day will be raisin by and by. The brewery's on the bum, Tom, the brew man's on the blink, you'd soak your seat in paradise in vain to get a drink; they'd hang a man fer whistlin', Tom, 'A Comin' Thro' the Rye,' and every day will be raisin by and by. The joints are closed up tight, Tom, the slots are on the dump; to get a drink at all, Tom, you take it from the pump; the gaudy white-coat barkeep is landed high and dry, and every day will be raisin by and by. So stay away from Fresno, Tom, and drop a scalding tear, in memory of bygone days—the days of nickel beer; and let the 'Prohis' raise their loud hosannas to the sky, and every day will be raisin day by and by.

"The"—but Goshen had fainted.—G. C. Oblinger, in *Typographical Journal*.

Written for THE INLAND PRINTER.

EVOLUTION IN LANGUAGE.

BY F. HORACE TEALL.



IN these articles we have somewhat desultorily considered various points in language evolution, with no thought of science as such, but with the intention of being historically accurate as far as we ventured in tracing history. The effort has been directed toward establishing certain facts on a more familiar footing than they seem to have had heretofore, especially the one great fact that both practice and theory may often differ legitimately, so that in many cases no person has any right to attempt prescription of one practice or another as the only correct way.

It is particularly notable that all books of verbal criticism are dogmatic, and most of them sadly pedantic, and even the best of them contain occasional bits of absolute nonsense and easily proved historical misstatements. For example, Richard Grant White, whose books circulated widely and undoubtedly contained many truths well worth knowing about word-uses, asserted unqualifiedly that no such verb as *loan* existed, although in fact the verb is at least three centuries old and very common. Sure ascertainment of real history before venturing on positive assertion must prevent such misstatement, which goes far to discredit all that is said by its author, making it unsafe to accept any of his decisions without verification. Such critics have wrought mischief, in various ways, quite sufficient to offset what little of good they have accomplished. One instance is seen in the spreading acceptance of their ill-founded dictum that "under a person's signature" should be changed to "over his signature," because usually the signature is placed below or after what is signed. In origin and in intent the expression has no connection with the position of the signature. It is rather elliptical for "under the sanction of his signature." The perversion is disastrous in that it leads to frequent use of "over" in reference to articles that are actually placed beneath the signature, as this one is, and it has even been used in speaking of a book, where the name meant would of course be on the title-page.

These remarks are made now only to draw attention to the existence of variety in methods of deciding matters at all open to question, and with the further purpose of emphasizing the desirability of careful consideration before accepting any dictum as ultimately authoritative. Beyond question many changes occur in language, both in the uses and meanings of words, in orthography,

and in other matters of form. But it is worth while to urge attention to the almost universal aversion to innovation, and to remind our readers that almost always the interval is very long between the time of first disturbance of any fixed usage and the positive establishment in its place of a contrary usage. So markedly is this true, and so little is it comprehended by those who have not devoted much thought or study to the matter, that we are persuaded, even in course of writing this article, to forego the first intention of treating some special matters herein, and to consider only the general subject. This conclusion is adopted as most conformable to the practical needs of proofreaders.

Practical proofreading is work that involves many vicissitudes, and ranges from the merest absolute imitation of copy to the exercise of almost, or sometimes positive, editorial functions; and of course real qualification for the work in its editorial aspect is the aim of all ambitious proofreaders. This has no bearing on evolution, but knowledge of evolution has a decided bearing on attainment, for those who best understand it are the kind of persons who make the best attainment, as they are sure to be studious and careful. The whole secret of success at proofreading, aside from educational qualification, lies in careful and continuous application. Even the simplest work demands absolutely unbroken attention; so urgent is this demand, in fact, that no proofreader can meet it positively and infallibly. But it is decidedly necessary to be as nearly perfect in this respect as one may be. Possibly it may be worth while to remind readers that their work is hardly ever mentioned in print except for the purpose of adverse criticism. Praise of proofreading is rarely published. Why? No matter what may be the answer, undoubtedly the most successful proofreaders are those who work so faithfully, and with such good results, that their reputation can not fail of such establishment as will secure continuous profitable employment.

Mention is made above of two items of evolutionary aspect, that may serve further, with a few others, to press a point worthy of consideration for various reasons. Use of loan as a verb is not only common now, but it has always been so, especially in connection with financial operations; therefore its present use can not be said to exemplify real evolution, though little doubt may be felt that its use is rather more frequent now than it formerly was. Some people would assert positively that the word is better than lend in certain cases, especially large financial or pecuniary matters, but they would hardly be able to show any substantial reason, except the mere fact that it is

very much used; many other people would insist that it is never as good as lend, and that the latter word should be always used. Our point, which is made as merely exemplified by the particular word, and equally true in numerous other cases of choice between words, is that neither of the words involved is in any way incorrect, though there is (as the writer is sure for his own practice) good ground for choosing one and rejecting the other. What is held by one to be good reason in such matters is often not credited at all by others, and frequently one side is no more really reasonable than the other. The one of these two words that the writer chooses is lend. He would always say that he lends anything he does lend, and never that he loans it, chiefly because there is no need of both words, and partly because even the most carping critic could never find an objection to lend, while many critics have objected to loan. "Over his signature" is on a somewhat different footing. It never was and never can be a proper expression of the original and still real intention of "under his signature," and often is decidedly incorrect even for the perverted sense in which the phrase has been misconstrued by would-be precisians.

Now, the propriety of all these remarks lies in the application of them. They are intended here for practical application. Intelligent proofreaders always want their work to show that they understand it and have made it right. Often they must correct accidental errors made in the writing. In cases similar to those here considered, however, they must use tact as well as knowledge, and so must often leave unmade changes they know to be good.

STONE'S RULES.

Melville E. Stone, of the Associated Press, spoke to the Columbia students in St. Paul's Chapel recently on "The Ethics of Journalism." Mr. Stone laid down three rules of conduct which should be observed in the conduct of the business end of a newspaper. A paper should not print advertising matter as news, he said, and news should be clearly distinguishable from advertising matter. As his second principle Mr. Stone said that advertisers should be correctly informed as to the circulation of a newspaper. And finally there should be no discrimination in the matter of advertising rates.

"But I know of only about a half dozen papers in the United States that observe these rules, self-evident as they seem," said Mr. Stone.—*Printers' Ink*.

MASTERY.

Year after year an old farmer had listened in grim silence to the trains thundering by his land. Finally, one day, his patience at an end, he dropped his plow and shook his fist at the passing express.

"Ye can puff and blow all ye like, gol durn ye," he cried, "but I'm going to ride ye, Saturday!"—*Everybody's Magazine*.

Written for THE INLAND PRINTER.

"OLD BILL" DISCUSSES THE COST PROBLEM.

BY A. J. CLARK.



TO-DAY "Old Bill" the pressman was holding forth with his usual vigor on the profits and pitfalls of the art preservative, to a more or less appreciative half dozen of the various employees, when one of the salesmen happening through to find out why one of his hurry jobs wasn't done, stopped long enough to ask if Bill couldn't spare enough time to tell him how to find the probable cost of a job before it was done. The salesman had just been "jacked up," because sundry jobs of his didn't show any profit.

According to the system of the office, every morning the solicitors get the previous day's job-tickets, which have been checked up with all of the various items of cost, and the selling price given the customer by the solicitor. Often a job carrying a selling price of \$10 would show items of cost aggregating \$12 or \$15 and, in some instances, the cost would be double the selling price. The "Old Man" had been vigorous in his kick and, apparently, with good reason.

"Cost?" says Bill. "There ain't no way to get it until the job is done and tied up. Printin' is like nothin' else under the sun, in that respect.

"Printin' ought to be figured like they figure lighthouses and bridges and tunnels — with allowance for quicksand and things like that, because in our business there is more quicksand than in any other game I know.

"You never can start any kind of a job through a print-shop with any assurance that it will go according to schedule. There are a thousand and one obstacles in the way, and they are the kind that one can't see until he stumbles over them, even though he takes all the precautions that modern methods have taught him.

"You don't have to be long in the business before you see that a job can't possibly go through a shop at different times with the same results; one time a job will be happy all the way through. Cases will be full, the comp. will choose exactly the right type the first time; he won't make any mistakes, the job will be properly justified, the stone-man will, in consequence, have no trouble with the lock-up; a press is open with exactly the right kind of ink on it; the type's good, the paper's all right and there's no trouble. The customer gets the job on time and maybe he's one of those rare birds who'd be happy even if he didn't.

"But start exactly the same kind of a job next week, and have the conditions reversed, which

happens in every office, and how does the job work out then?

"This is how she works out:

"The copy is not quite plain, perhaps, and the comp. guesses at some of it. The case he wants is shy some few necessary letters; he hunts for them, five, ten, twenty minutes. Maybe he don't find them and throws in the half-set line and tries some other font. He has spent so much time on the hunt that he is careless in justifying the job; he slaps it up any old way and pulls a proof. There are corrections and another proof. This goes to the customer and he sends back word that if he can't have type like his copy he don't want the job. All right — set the job over again, pull another proof, read it again; stone-man attempts to lock it up. It don't lift; put in copper spaces, screw up quoins till the form springs, send to press, wash up for blue ink — make ready — bad letter — form goes back for correction — another proof — run a while — type pulls out — unlock and lock up again.

"And that's why some jobs don't pay a profit, and it's why two exactly similar jobs will vary a lot in cost to the office. Of course, the right thing to do is to figure both jobs with the handicap, but he knows if he does that his fool competitor will get the work by figuring the other way. There ain't no guy anywhere," said Bill impressively, "who can tell within ten per cent of what any job is going to cost, even in his own shop, and it would be a safe bet that he couldn't come within twenty per cent.

"There are pitfalls and snares waiting always for the figure guy, and if he was as wise as Solomon he couldn't escape all of them. He is afraid to figure high and safe for fear some one else will get the job, so to be safe and sure he always figures low.

"A printer is peculiar in this respect, that \$30 coming in always looks twice as big as the same amount going out; he spends his money like a drunken Mexican, and collects like he was asking contribution money for a church.

"A mug blows in and makes a noise like a customer, an' he says, 'how much'll one thousand of these cost?' The printer looks at the job and whispers to himself: 'Composition about \$1.50, presswork about 75 cents, stock, 25 cents = \$2.50.' He adds the usual forty per cent and says (still to himself): 'That job has to be padded and round-cornered and I ought to get at least \$4 for it, but the mug probably has figures from some other shop, so I better make it \$3.50.' Then the customer looks like he was about to lose his family and wants to know how much would 500 cost, and 250, and what would it cost if it was done in two colors, and the printer gives him a lot of valuable

time and takes the job for less than it will go through the shop for and, probably, promises to do it in a hurry, so it will interfere with better business that's already under way."

Bill relapsed into a contemplative mood as he continued:

"When a printer wants to buy anything, from a shot of booze to a house and lot, does he send out to get figures? Not on your tintype. He slaps down his money (if he has any) and says, 'Gimme one.' But it seems that somehow printers have a reputation for being crooked, and, when any one wants any printin', he must have evidence that the printer is not robbing him, so he peddles out every little job to every shop he can reach for figures, and if he don't think the feller who figures lowest is competent to do the job right, he gives the good printer the bum printer's figures and gets the low price in the good shop.

"It's very likely that many jobs that bring ten dollars, have fifteen dollars' worth of figurin' done on them before they are given out finally to the sucker who hasn't got any cost system.

"How many fits do you think Siegel, the tailor, down here would throw if you went to him and said, 'Siegel, I'm expectin' to need a pair of clothes pretty soon and wish you'd make me up a dummy, so's I can peddle it around and get figures on it?' Or the shoe man—the one who wants figures on every little stingy job—can you see him if you looked at some of his shoes and then sent an errand boy to every shoe-shop in town to see if you couldn't get a \$4 pair of shoes for \$3.50?

"Of course, all of this is the fault of the printer himself, who has little sense or he wouldn't be in the business. He is always ready to give close figures on any old job, when he knows to a certainty that he has no absolute way of arriving at an honest estimate.

"It is a common thing for two printers of

equal incapacity to vary forty per cent in figuring the same job, so the man who buys printin' has some excuse for doubtin' the honesty of the printer who asks him \$70 for what another one asks \$40, notwithstanding that the seventy-dollar man may be low.

"There's just two ways to run a print-shop," continued Bill, lighting his stogie, which had begun to unravel, "so it will make money. One of them is like this: Have a system that will show every item of cost that enters into every job-office expense, light, heat, wear and tear on type and machinery, composition, presswork, binding and bad bills. Then you'll come somewhere near a fair estimate when a job is finished. Of course, if

you don't have a system you can't tell how much any job costs, even after it's finished.

"Then, when a customer comes in, smoke up to him like this: 'I'll put that job through for you the way you want it, but I can't tell exactly how much it will cost; I can come pretty near; probably it can be done for \$100, but it might run to \$125; or we might get it out, if conditions are favorable, for \$90. Anyhow, I'll put the best talent I have on it, and, after its done, I'll

ask the usual fair per cent of profit that it takes to run my business and let you have it for that. You'll get any saving that comes from competent handling, but I must safeguard myself by not making a binding price that may lose me money.'

"That looks fair and ought to appeal to any business man; but it *won't*, and no one will trust you to that extent until after you are dead, so we can safely lay that system away until we are in heaven, and try the other one, which is in force in only one city that I know of. There they have an association of master printers who are banded together for only one purpose, and that is, to get a fair price for their product. The game works out like this:

"The association has an auditor, who is at his



"Then the customer looks like he was about to lose his family."

desk during all of the eight hours. When a guy blows into any shop looking for figures, he gets them *out of a book*, and they are figures that have been proven high enough by the entire association: so much for bill-heads, so much for cards, so much a thousand ems for each size of type, so much for each time through a ruling machine, so much for so many impressions on each size of press, so much an hour for make-ready, and so on. If the job isn't covered in the price-list, then the printer may make figures *high*, so he is sure of a profit, but first he must call up the auditor and find if any other printer has figured on the same job. If so, then the auditor gives him the other printer's figures, to which he must add ten per cent. This is done so that the feller who made the figures is protected and gets something for his trouble. So it happens that in this town the man looking for figures is almost extinct; and, mostly, they buy printin' like the printer buys his stuff, and that's no dream either. In that town a printer is as good as anybody else, and their customers save a lot of shoes."

"I think, Bill," chipped in one of the machine operators, "that you talk largely through your hat. Printing-office proprietors are not as easy as you make them out, and I guess they'll stack up with anybody for brains, and they must make money or they wouldn't be so keen to stay in the business."

"And," says Red, the pink-haired compositor, thinking they had Bill going, "it ought to be as easy to figure printin' as anythin' else. Any good printer can tell pretty close to how long it will take to set any job that is referred to him, and machine composition ought to run about the same all the time."

"Now," comes back Bill, "we have wisdom from its fountain source. Sure, printers have brains. There are Napoleons in the printin' business who, if they directed their energies in some other channel, would make dollars where they make cents now. And they do make money—generally off of half their employees, and they pay it out to the other half who are dubs, and they keep

for themselves a rake-off just big enough to escape the sheriff from year to year.

"I says to a Linotyper once," went on Bill, loosening his shirt-collar so he wouldn't choke with indignation, "I says to him, after struggling along for months with slugs that were bad in every conceivable way: 'Why don't you fix your machine so it will make slugs that will print?' and the machinist-operator says: 'I ain't no machinist, and don't claim to be one; I'm an operator.' and there you have one reason why machine composition costs more than it should, and why you can't figure its probable cost.

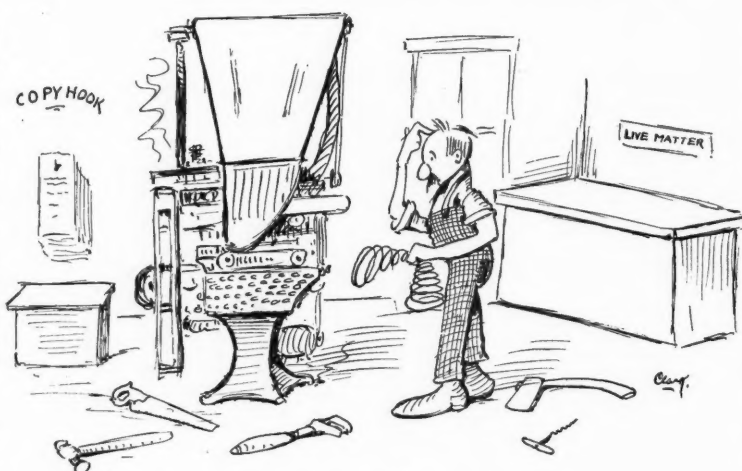
"A machinist-operator gets a salary for pounding the keys and another for being a machinist, which he generally is not, that is, he don't know how to keep his machine so it will work, so he gets out six galleys to-day, twelve to-morrow and, per-

haps, on some other day somebody drops a bed-spring near his machine and he spends the better part of that day trying to find what part of the Linotype it came from. I can see the Old Man if we sent the glad tidings to him some day that a press got out only five hundred an hour,

simply because the spacebands wouldn't drop!

"And our worthy friend, Red here, who has mistakenly adopted the art of printin' instead of bein' a lighthouse, has said that any good printer ought to be able to estimate how long it should take to set any given job. He *ought*, but *can* he? No, he can't; positively he can not. Whenever the office force gets an estimate from the composing-room on the time it should take to set a job, they have learned to double that estimate—and then they ain't right. It's the same in every department. I can't tell to save my life how long it will take to make any form of cuts ready. I can't tell if it will take a quarter or a half pound of ink to run a thousand of a certain label form. You simply have to guess, and so the business is largely a guess.

"And now, Jimmy, wash up the pony for red ink and don't be all day about it; we got to print this afternoon."



"I wonder where this come from!"

Written for THE INLAND PRINTER.

HISTORY OF PAPER.

NO. IX.—BY LILIAN I. HARRIS.

WALL-PAPER.

THE designing of wall-paper is limited by the process of manufacture to the decoration of a single strip of paper with a series of flat colors. The designer is an all-important factor in the production of successful wall-paper. It is a profession in itself, which requires special education acquired either in a school of design, or, more rarely, by practical experience in the shop.

In the principles of the designs that are used, there is little difference from those governing the decoration of any other surface, excepting that the "repeats" are limited in size. Following then the successive steps in the manufacturing of a new design in wall-paper—the first idea comes from the designer. He produces a sketch in color, drawn to the finished size, being limited to the number of colors he uses by the ultimate selling price of the paper. Besides the color he also determines the texture for the finished paper—whether it is to be plain, or embossed in imitation of various finishes. The first drawing is made in water-colors, and when this has been approved an accurate sketch is made from the original. On this sketch the design is separated into the various colors which make up the whole, for each color must be on a separate roller. The process of printing is very similar to that of a printing-press, there being for each color a cylinder and inking mechanism. When the entire design has been printed the paper is dried by special apparatus and cut into rolls ready for the trade.

The first wall-paper factory in this country was started in 1790, and crude as the work was, the mill prospered steadily. In those days paper was bought in sheets and pasted into strips of the required length. The background was put on by hand with a brush, and the designs were transferred by means of wooden blocks. The number of colors used determined the number of blocks, and one block did the work the entire length of the pasted strip before the second color was put on, the principal being similar to the familiar wood-cuts. In 1844 paper in continuous rolls appeared on the market and the first machine for printing the designs was brought to this country, both of

which had a decided effect on the trade and aided the manufacturer in producing wall-paper at greatly reduced prices. The machines have since been steadily improved, until those of the present day turn out thousands of rolls daily of the finest finished article, the cost of labor being very slight.

PUTTING ON THE GROUND COLOR.

The roll of sulphite stock, nineteen and a half inches wide, is placed on the grounding machine and the ground color is applied by brushes. As the roll travels on a long, flat surface it encounters a series of eight brushes varying in size and fineness, as well as in rapidity of motion. At first they oscillate slowly, gradually working the ground color into the paper; the next brushes travel



Courtesy of The Art Wall Paper Mills.

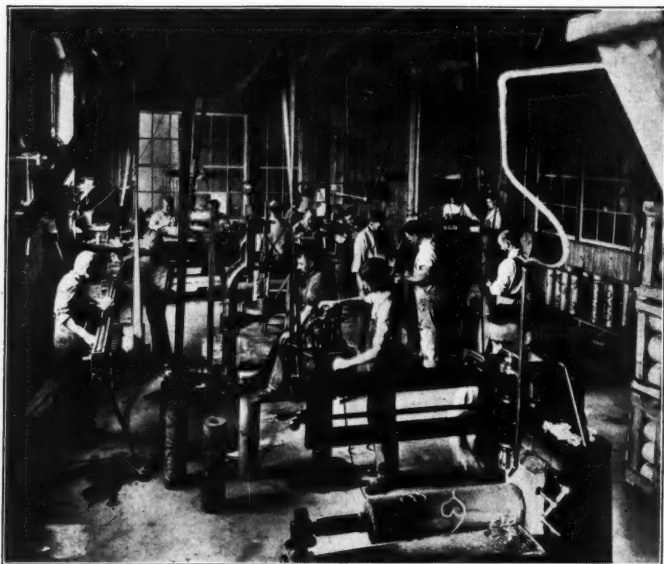
DESIGNING AND BLOCK CUTTING.

faster, and the last move very rapidly. This is done to fill every pore of the paper evenly, and the constant action of the stiff bristles as they move back and forth, fulfil their mission so well that the paper reappears perfectly grounded. The paper is carried by endless chains, in long loops—similar to drying the enameled paper—the full length of the drying-room, a distance of two hundred and fifty feet, and then returns well dried to the color machine, where the pattern is to be put on.

THE COLOR MACHINE.

This is a revolving cylindrical machine holding from one to sixteen rollers, its function being to print the pattern on the grounded paper. Each roller conveys a color and so forms one part of the pattern, there being as many rollers as there are

colors. For every roller there is a color-box, and a felt cloth which runs into the paint and furnishes the color to the print-roller as it revolves.



Courtesy of The Art Wall Paper Mills.

BLOCK CUTTING. THE FINISHING DEPARTMENT.

The paper is brought in contact with the surface of the roller bearing the design, which has been colored by contact with the felt cloth. The amount of paint taken by this felt is regulated by what is known as a "doctor," a narrow strip of brass pressing against the cloth and squeezing out the superfluous paint so as to insure a clean print. The paper is carried around and through the machine on a revolving drum and from thence onto the drying-racks, where the heat is applied from below. As the paper reaches the end of the racks it is wound onto a roll, cut into smaller commercial rolls and prepared for shipment. This machine will run off from four hundred to a thousand eight-foot rolls an hour, depending upon the quality of the paper. A cheap grade is run at fast speed, while the better grade is run much slower.

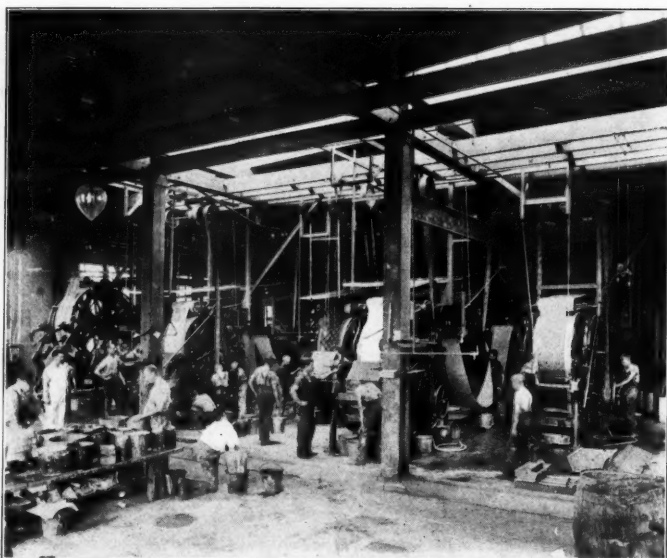
VARNISH MACHINE.

Much of the wall-paper having gold in the pattern is made as described; that is, the bronze is mixed and placed in the paint-boxes of the color machine, but that known as "varnished paper" requires more time in the making and finer treatment, and consequently is more expen-

sive. It is first put through the grounding machine and, after it has dried, it passes through the color machine, receiving a coat of varnish where the gold pattern is to appear. As the varnish takes more time to dry than the paint, the process is so timed that the paint is perfectly dry when the varnish is ready to receive the bronze, and as the paper winds through the bronzing machine the fine powder is sifted onto the surface with feather dusters, adhering only to the varnished portion. Cylindrical brushes in the dusting-box, where it next appears, revolve so rapidly that all loose powder is removed and recovered and the paper makes the tour of the drying-room a third time. At the end of ten or twelve hours it is ready to roll.

THE ROLLERS.

The rollers used for patterns in the color machine are made of well-seasoned maple and are cylindrical in shape, having iron heads to fit the shaft. They vary in circumference from twelve to twenty-four inches, according to the pattern, one repeating the pattern every twelve inches being on a twelve-inch roller. Several Southern firms have selected wood espe-



Courtesy of The Art Wall Paper Mills.

SECTION OF PRINTING DEPARTMENT.

cially for these rollers until it has become a separate industry. The plain maple cylinders vary in price from \$1.70 to \$4.50 each, and they play a

very important part in this industry. After receiving a coat of white paint, the roller is placed in a frame, the pattern being transferred to the white surface by a burnisher. Thin strips of brass are bent and twisted by hand and hammered into the wood, forming a relief pattern about three-eighths of an inch high. When a solid print is desired the interstices of the pattern are filled in with felt and smoothed off on a lathe. Some designs require many rolls, while others need only one, depending upon the number of colors to be used. Very few factories make their own rollers, their patterns being selected from groups submitted to them by firms or individuals who make a business of designing, and send them to jobbers who make the rolls for them. The line is always made and in the pattern-room one year ahead. All factories keep in their employ one or two men who are familiar with the making of rolls in order to mend or make any changes necessary. The twenty-four-inch roll can be turned down to eighteen inch and the eighteen inch to fifteen; the fifteen inch to twelve and are thus used repeatedly. Prices paid for wall-paper designs vary from \$50. to \$100 and the exclusive right to that pattern goes with the drawing. It can never be sold a second time, even years afterward.

Machine-made rollers, known as "milled rollers," are made of solid brass and are used for backprints or overprints to give various effects, such as imitation burlap or cloth, but they do not raise or alter the surface of the paper.

THE DRYING PROCESS.

The air in the drying-room passes through a coil-house consisting of thousands of feet of one-inch steam pipes, and several thousand cubic feet of air passes through the coil every ten minutes. The heated air as it goes through is forced up into the drying-room by a nine-foot fan and distributed under the drying-racks. The paper hangs in long loops, and travels the length of the room by means of the endless chain, and the hot ascending air causes it to dry. The supply and temperature of air can be regulated very easily. In summer when no heat is necessary unheated air is forced up, drying the paint and varnish.

FINISHES.

Certain paper is given an embossed, tapestry, or pebble finish and, when compared with the same stock without this finish, it would not be recog-

nized. The finish depends upon the design of the embosser. This is a machine made with two rollers placed one above the other—one of steel and another of soft paper. The steel roller may give the burlap or the watered effect, depending upon the pattern in the roller. No heat is applied, the effect being produced entirely by pressure. These machines run slowly to avoid friction and to insure perfect work, which adds materially to the cost of the paper.

PREPARING THE PAPER FOR THE TRADE.

The large rolls reeled from the racks in the drying-room are sent to the stock-room to be



Courtesy of The Art Wall Paper Mills.

CUTTING THE ROLLS.

rerolled into smaller bolts for commercial use. The winding machines are long tables over which the paper travels and is automatically marked every sixteen yards. The girl who stands at the farther end of the table watches for the mark and cuts the roll off here with a huge blade attached to the side of the table, tosses that roll behind her and begins another. The number of bolts taken from one machine daily will vary from three to six thousand singles, depending upon the weight of the paper, for the lighter it is the easier it is to roll.

The embossed and tapestry-finished paper is rolled entirely by hand, and one to three thousand single rolls is a good day's work for one girl.

The rolls are tied in packages of fifty rolls each, according to order. For the mills' own sales the packages have six-inch bands of paper at each end, tied with manila twine wrapped twice around, but many jobbers specify "no bands, and string around once," thus reducing the expense.

The sample books are made at the factory ready for the salesmen, and the general arrangement of the sample-rooms is such as to facilitate business in every way.

THE COLOR DEPARTMENT.

The color-making department, where the six primary colors are made, is as "sloppy" as it is vital to the business. The six primary colors, red,



Courtesy of The Art Wall Paper Mills.

A SECTION OF THE REELING DEPARTMENT.

blue, yellow, green, orange and violet, are prepared with special care, so that in themselves, and in whatever combination may be made of them, the resulting color will be one which is not only pure to the eye, but is safe from the action of light and gas. Many colors are influenced by these elements and fade or darken very rapidly. It has been found, however, that anilin dyes, which are used as a basis of primary colors, give as good results as anything. These dyes are mixed thoroughly and placed under pressure in cloths similar to the process of making cottage cheese. The primary colors are taken to the room containing the grounder and color machine, where, on a balcony, the tints and shades are mixed.

The combination of colors is governed by the same laws which cover the entire field of color, whether it be the combination of the mixing of printing-inks, water-colors or dyes.

SHOCKING EGGS.

Waiter — "Everything in this hotel is cooked by electricity, sir."

Guest — "Well, take this egg away and give it another shock." — *Practical Advertising.*

ONE MUST BE A COLD, NERVY BLUFFER TO BE A LAWYER—NOT A GENTLEMAN.

"You must run many a cold, nervy bluff and can not afford to be numbered in the down-and-out class.

"You can not afford to be too much of a gentleman to the opposing counsel nor too deferential in a courtroom."

These were among the "Do's and Don't's" given by Judge Willard M. McEwen to the graduating class of 1909 of the Chicago Law School at a banquet held in their honor in the Egyptian room of the Auditorium Hotel, Chicago, on the evening of June 7.

"The lawyer occupies a vested position probably higher than in any other profession," the jurist said, "and in this position he has himself first to maintain and should first of all look out for No. 1.

"Why is it that you will be given business against the older practitioner? Because your client thinks he is getting the service at a smaller cost or fee. Take it and be thankful, but maintain your nerve and dignity.

"You must have experience and, perhaps, a little money, and you must run a cold, nervy bluff, for you can not afford to be numbered in the down-and-out class. People believe in you and that you are just a little better than others, and you must play the part. You can not play the part of the country church mouse, but must reach out for what's in sight.

"Juries are often impressed with the counsel, and all juries desire to have some one to lean on, and nearly always select the lawyer with the best attitude. This often determines a case at law. You can not afford to give the impression that you are giving way to either court or counsel on the opposite side. When you do that you lose

the faith of the jury. I sometimes think a lawyer should be fifty per cent better than the court.

"Study the style and mannerisms of the profession and ask yourself, 'How do I stand with this juror or with the jury?' Story books have much to do with framing the attitude of the lawyer, but you can never afford to be too much of a gentleman or too deferential in court."

Chancellor J. J. Tobias, of the school, addressed the class briefly, and remarks were made by Frank B. Teed, Rae M. Royce, Roy A. Juul, Ransom E. Walker, William H. Canavan and M. J. Moriarty.

Frank M. Reddy, the toastmaster, responded for the class of 1909, John P. Friedlund for the class of 1910, and Roscoe E. Little for the class of 1911.

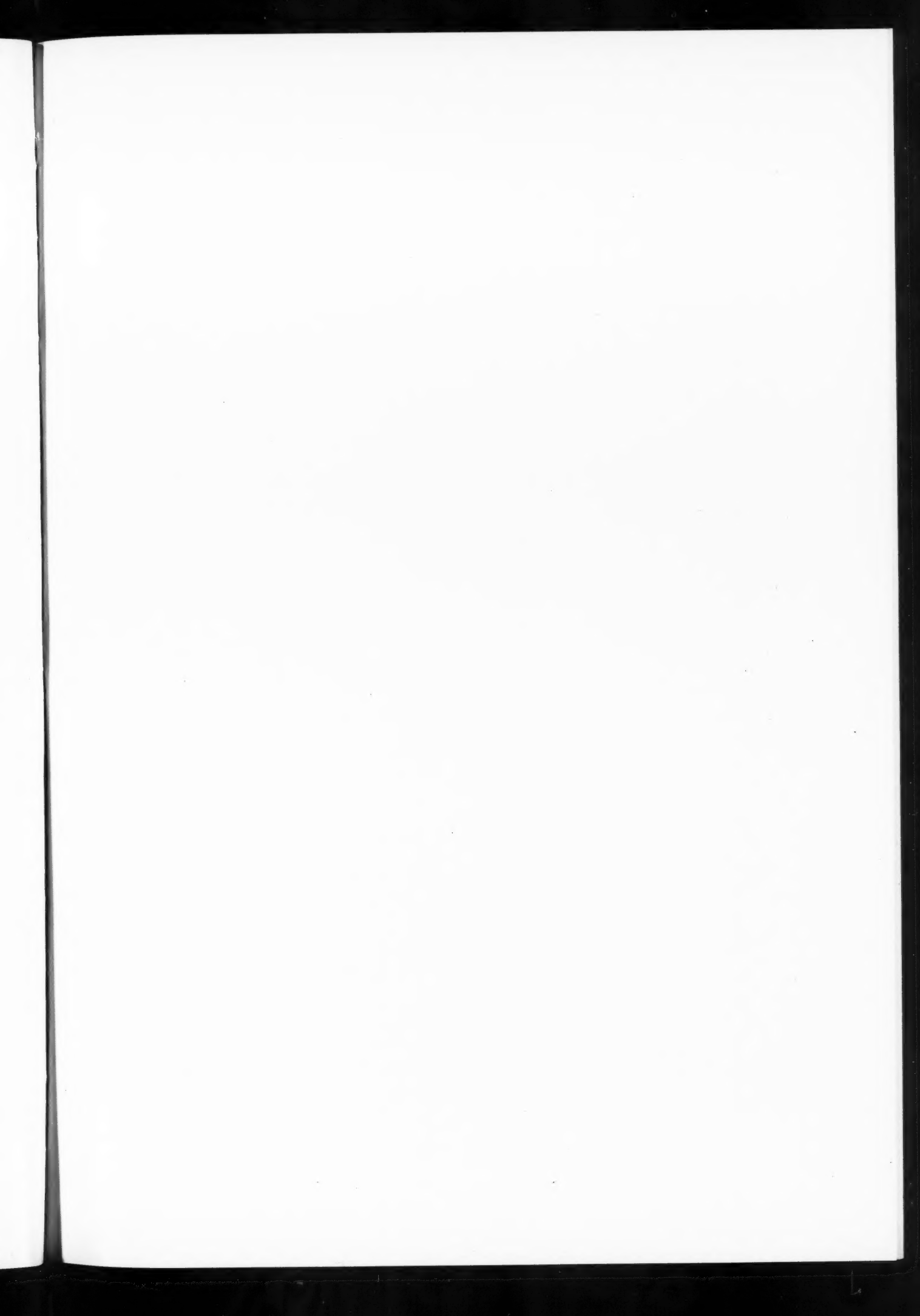
W. Scott Hodges presided at the dinner, which was opened with an invocation by Rev. Edward A. Kelley.

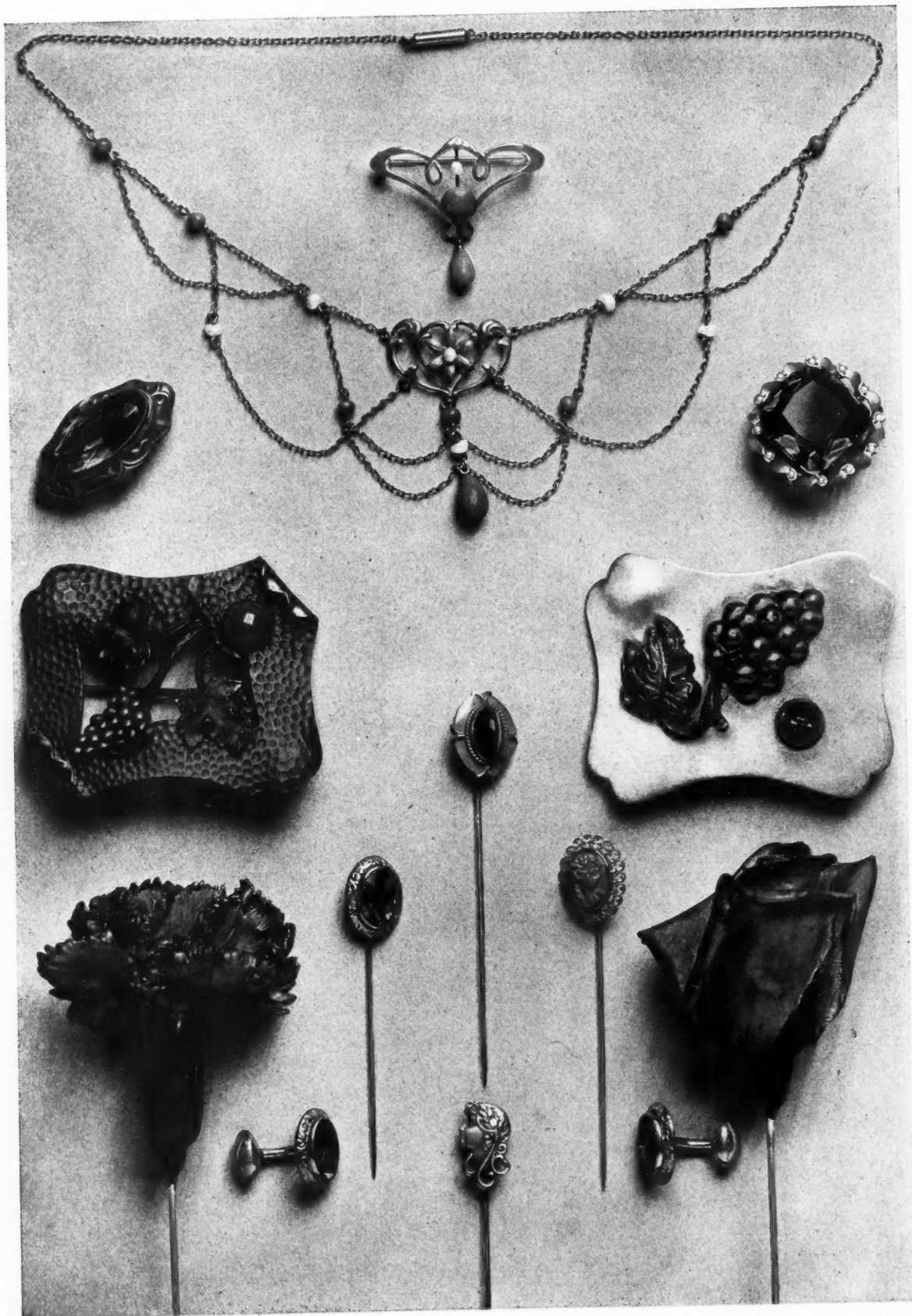
Frank B. Teed was elected president of the Chicago Law School Alumni Association, closing the program of the dinner, which was attended by the thirty-two graduates and their friends, 126 persons being seated at the tables.

A VOICE FROM THE DEAD.

Vicar's Wife — "No, the vicar is not in just now. Is there any message you would like me to give him when he returns?"

Old Woman (cheerfully) — "Please, mum, Martha Higgins would like to be buried at two o'clock to-morrow afternoon." — *Punch.*





ILLUSTRATIONS FOR A CATALOGUE

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CORRESPONDENCE



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

NATIONAL DAYLIGHT MOVEMENT.

To the Editor: CINCINNATI, OHIO, June 8, 1909.

Referring to your editorial notice on page 379, in the current number of your journal, regarding the "National Daylight Movement," called to your attention by Mr. E. H. Murdock, of this city, it is evident that, from what you write, you misapprehend the entire situation.

You speak of "adopting changes such as would make the dinner hour four o'clock, and cause theaters and other places of amusement to open at six."

My Dear Sir, no such movement is contemplated. The only thing that is, is the *moving of clocks* one or two hours ahead (and it will probably be found better to make it one instead of two hours)!

If you dine at six o'clock (which God forbid!), you would still dine at six, even though the change were one or two hours, and not at four, as you say, and when you would go into the theater it would be eight o'clock, and not six.

When you travel from Chicago to New York, and move your watch ahead one hour, there is no appreciable difference to you that night when "bed-time" for you arrives — neither will there be for you or for any one when the national daylight movement is an accomplished fact, which it is bound to be in the very near future.

You need to get another viewpoint on the situation.

L. A. AULT.

SOCIALISM NOT DESTROYER OF UNIONS.

To the Editor: ST. LOUIS, MO., June 14, 1909.

The clipping you print on page 394 of your June number, from the London correspondent of the Scottish Typographical Union, captioned "Socialism Foe of Unionism," would be interesting if its statements were true. The writer makes the common error of rejecting inexorable industrial and economic evolution. It is a pretty speech to say the worker desires to be independent and to work out his own salvation as a free agent, giving full scope to incentive. And yet no one can deny the existence of coöperative production. Under the comprehensive factory system which has been evolved by combination of capital and the application of labor-displacing machinery the worker is a cog in the great wheel of industry. Coöperative production is a reality. The completion of the work of industrial evolution will give us coöperative distribution in lieu of the present inequitable private distribution. It will avail nothing to rail at the fast-disappearing competition. It was of the last age. We now enter the age of centralization of industry as well as of government. The Government's losing fight against the trusts proves this. The law of evolution is as unyielding as that of gravitation or any other natural decree. Socialism offers no dry-nursing.

Capitalism is giving us that now in robbing the cradle to man the spindle and loom.

In regard to Socialism being the foe of unionism, the efforts of certain organizations of employers to disrupt the unions under the present order of society, ardently aided and abetted by government by injunction, makes it unnecessary to send a C. Q. D. to Socialism. Socialism will not destroy trade unions. Capitalism is doing that as fast as it can.

J. J. DIRKS.

ANTHONY GOT THE WHISKY; WHO PAID FOR IT?

To the Editor:

READING, PA., May 26, 1909.

In a back number of your up-to-date journal I happened to see the following:

FIGURE IT OUT.

A banker going home from his dinner saw a \$10 bill on the curbstone. He picked it up and noted the number and went home to dinner. While at home his wife remarked that the butcher had sent a bill amounting to \$10. The only money he had with him was the bill he had found, which he gave to her, and she paid the butcher. The butcher paid it to the farmer for a calf, and the farmer paid it to a merchant, who, in turn, paid it to a washwoman, and she, owing the banker a note of \$10, went to the bank and paid the note. The banker recognized the bill as the one he had found and which up to that time, had paid \$50 of debt. On careful investigation he discovered that the bill was counterfeit. Now will some friend tell us what has been lost in this transaction and by whom? — U. T. A. Bulletin.

This is easy: The banker returns the \$10 bill to the washwoman, with the explanation that it is counterfeit; the washwoman returns it to the merchant, with the same explanation; the merchant returns it to the farmer, the farmer to the butcher, the butcher to the banker's wife, and she, in turn, hands it back to her husband, who consigns it to the gutter, whence he secured it. Thus no one loses any money and no indebtedness is paid by the spurious bill.

This brought to mind an event which occurred to the writer some years ago, while in Arizona. In the extreme southern part of that State is a city which is called on the map Nogales, but which ought to be called "Nomorals." The main street of the city is the dividing line between the United States and Mexico. If a person is on one side of the main street he is in United States territory, but on the other side of the street he is in Mexican territory.

At the time of which I write, a United States dollar was worth 90 cents in Mexico, and vice versa, a Mexican dollar was worth ninety cents in the United States. Each dollar was valued at par in its own country. Having given this little preamble in the way of explanation, I will try to relate the incident:

One day I happened to be in a bar-room and wanting a drink, I reached in my pocket to see whether I had the price. I happened to be on the Mexican side of the street, and was fortunate enough to find myself in possession of a Mexican dollar. I called for a drink of whisky and tendered the dollar in payment. I receive my drink and 90 cents in change, but in lieu of small change the bartender gave me a United States dollar. I then crossed over the street with the United States dollar in my possession, and, after a while, feeling the need of another drink, I stepped into a saloon and bought one. In exchange I received a Mexican dollar, equivalent to 90 cents. This operation I repeated at intervals during the day, and when darkness came, I had a skin full of whisky and still had a dollar in my pocket. The question in my mind is: Who loses the money and who pays for the whisky?

Perhaps some of the readers of THE INLAND PRINTER can enlighten me.

ALONZO G. ANTHONY.

Written for THE INLAND PRINTER.

LONDON NOTES.

BY OUR SPECIAL CORRESPONDENT.

ANNUAL MEETING OF MASTER PRINTERS.—The event of the summer season in London printerdome has been the annual meeting of the Federation of Master Printers and Allied Trades of the United Kingdom. The proceedings commenced with a luncheon, given at the Mansion House, to the members by the Lord Mayor, the following day being devoted to sightseeing by the members. On Sunday a special service was held in St. Paul's Cathedral, the federation settling down to serious business on the Monday following, when the annual general meeting took place at Stationers' Hall, under the presidency of the Lord Mayor, who, in moving the adoption of the report, said the past year had been a most satisfactory one. Many matters of importance had been successfully dealt with. He put in the first place the fact that the conciliation board had been firmly established. It was a matter of regret that it was not quite perfect as far as the employees' side of the question was concerned, but he could not help thinking that with the progress of time every one would feel that it was for the benefit of both sides of their trade. With regard to conciliation boards for all trades, it was highly desirable that all uneasiness and all fear of difficulty arising should be dispelled, and that all should work together for the common good. The Lord Mayor said he was glad to notice that the question of "costing" in the printing trade was

having careful consideration, and before long they might look for a valuable report on that subject. He hoped that their book on printers' profits, which had had a good sale, would lead to a better adjustment of their profit arrangement. Mr. Sidney Reid was nominated president of the federation for the ensuing year, and the nomination was agreed to. A portion of the business was discussed in secret session, a somewhat bitter hostility being displayed toward the eight-hour movement which the men are promoting, and a resolution was passed that the federation resist any further reduction of the hours of labor. At the annual dinner of the federation, which was held in De Keyser's Royal Hotel, about three hundred ladies and gentlemen were present. Mr. Edward Unwin presided and was supported by the leading master printers of London and the provinces. The tables were beautifully decorated with roses, baskets of which, together with fans, were presented to the ladies during the evening, as well as a souvenir brooch bearing the arms of the City of London. Mr. G. Haven Putnam, of G. P. Putnam's Sons, New York, was present at the dinner, and made a capital speech in response to the toast of "Our Guests." Mr. Putnam said that a printing concern should have two partners, one to say when a client came in, "the thing shall be done and in the best time pos-

sible," and the other—a philosopher with a good deal of dialectal ability—to explain, some months later, why the thing had not been done. The requirements of the customer, he admitted, were not always legitimate requirements. The printers had the task of educating publishers who were not printers, to what was just and legitimate. But they put upon the publishers the impossible task of making clear to that troublesome fraternity, the authors, what was possible. He had to convince the author that he must not demand the impossible of his brother, the printer. He never succeeded, though he might walk a few steps in that direction, and he looked forward to a more peaceful life in the hereafter. Referring to the matter of tenders, Mr. Putnam said too much altruism was not good for printers, and turning to the question of copyright, he remarked that he had been secretary to the Copyright League for twenty-five years, as his father was secretary for forty years before him, and the ideal he sought to carry out was that they had a world-wide literature which should have no impediments of tariff walls or of medieval manufacturing restrictions in the copyright law, where they

were out of place and represented a relic of barbarism. At the close of the proceedings that followed the annual dinner, the members of the federation and their friends paid a visit to the office of the *Daily Telegraph* and witnessed the latest developments in newspaper printing. On the last day of the proceedings the members of the federation visited Windsor, where they were shown over the historic castle, and otherwise attempted to enjoy themselves



DE KEYSER'S ROYAL HOTEL, LONDON.

during a day on which, unfortunately, the rain fell incessantly.

ANNUAL DINNER OF PRINTERS' PENSION CORPORATION.—Another important function to printers was the eighty-second annual dinner of the Printers' Pension, Almshouse and Orphan Asylum Corporation, a feature of which was that the Prince of Wales took the chair. He was supported by the Duke of Marlborough, the American Ambassador, the Portuguese Minister, the Lord Mayor, and about five hundred guests. The attendance at the dinner this year constituted a record, as also did the year's donations and other contributions to the fund, the total financial result being over \$66,000. To this total the King contributed \$250 and the Prince of Wales \$500. This amount of hard cash is quite a windfall to the corporation, and should greatly help its charitable objects. The Prince of Wales, in the course of a lengthy speech which displayed a remarkable knowledge of the history and technic of printing, paid a graceful compliment to the United States, and reminded his audience that Benjamin Franklin was at one time a working printer in London.

PRINTERS' ATHLETIC ASSOCIATION.—The Printing and Allied Trades Charity Sports Association is in a prosper-

ous condition. The annual report tells us that there is a marked improvement in the physique of those engaged in the printing and kindred trades during the last twelve years. The committee of the Charity Sports largely attribute the success of the association to the magnificent prizes that are offered each year, and which have brought about the colossal athletic meetings now held, making each succeeding year outrival the magnitude of the preceding one. That the smaller firms are so enthusiastic is a promising feature for the future success of the undertaking. Over \$5,000 has been distributed among the trade charities. One excellent result has been attained, namely, the successful formation of miniature rifle clubs connected with the trade, and this section now bids fair to become a useful and patriotic adjunct to the athletic section.

L. S. C. JOBBING GUILD.—This organization, which has been instituted under the auspices of the London Society of Compositors, is intended to "make the man a better printer and the printer a better man." The objects are to provide a center where members can meet for the exchange of views on all matters concerning the technical developments of the trade, and to secure facilities for instruction in general and artistic jobwork. Well-known experts will give lectures at frequent intervals, illustrated by lantern, blackboard, and specimens. The subscription is 50 cents per annum, payable quarterly. The executive is to be composed of a president, four vice-presidents, a secretary-treasurer, assistant secretary, and a committee of six. The meetings for the present are to be held quarterly or as often as the executive may decide. The subject of instruction in high-class work, sketching or designing, is to receive the foremost place in the program of the guild. Already several meetings have been held, and the new organization seems likely to prove of great service in the education of our grown-up compositors.

MARATHON PRINTING PRESS.—The popularity of the term "Marathon" as applied to long-distance racing has induced a London firm of engineers to apply that name to the newest thing in printing-presses. The Marathon is a solidly built machine of simple design, that is intended for a speed of 2,500 to 3,500 impressions per hour. It is a cylinder machine, fitted with adjustable ink supply, stop-cylinder motion, flyers, and all the latest improvements, and in the foolscap-folio size prints a 9 by 13 sheet. This press possesses the advantage of taking up but little floor space and is sold at the low price of \$225. This price will not, however, benefit any American printer who would like to install a Marathon, as your tariff wall is strong enough to keep out such importations.

THE JUSTICE OF IMPRINTS.

In your issue of March 31 John J. Morgan, of the advertising department of the New York, New Haven & Hartford Railroad, wants to know why printers are allowed to "tag with their imprints" the printed matter you buy from them. In reply I would say that we imprint our goods by the same right that every manufacturer exercises when he puts his name on his goods. Did the "free advertising" on Mr. Morgan's collar, necktie, shirt, coat, pocket-knife, lead-pencil, fountain pen or typewriter ever worry him? Does he consider it "presumptuous" on the part of the car-builders to put their names on the cars his company buys? Where will he find a manufactured article of any worth that does not bear the imprint of the maker?

I think he will find, upon reflection, that the average printer does not get much more than is coming to him.—*W. Pierce Chilton, in Printers' Ink.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GERMANY.

THERE were recently discovered in the city library of Lüneburg eight volumes of old Hamburg newspapers, some of which were dated 1618.

THE German Printing Trades Association on May 2 celebrated its fortieth anniversary, assembling for the purpose at Mayence, the cradle of the art.

THE Typograph Company, Limited, of Berlin, manufacturers of the Typograph typesetting machine, has increased its capital stock from 1,000,000 to 2,500,000 marks (\$600,000).

THE Elektro-Typograph Company, of Nuremberg, which tried to introduce the typesetting machine invented by Méray-Rôzár, has gone into liquidation. Evidently the machine did not prove a practical one.

THE press manufactory of König & Bauer, of Oberzell, near Würzburg, has turned out a press capable of printing a sheet 110 by 150 centimeters (44 by 60 inches) in size, for the Oldenburg printing house at Munich.

HERR J. MEYER, proprietor of the Bibliographic Institute, of Leipsic, recently deceased, devised a fund of 30,000 marks to the city of Hildburghausen, the interest of which is to go to the aid of the local technical school. In his lifetime he had already given 20,000 marks for the same purpose.

A NEW building just finished for the Ohlenroth printing-office in Erfurt is distinguished by having a tablet attached to a wall of the main stairway, on which are inscribed the names of eighteen officers and employees of the house who have been in its service over twenty-five years. The oldest of those listed has a record of fifty-two years' employment with the Ohlenroth office.

ON May 1 the International Photographic Exposition, at Dresden, held its opening ceremonies, at which the King of Saxony was present. The exposition comprises sections devoted to geography and ethnology; trade and amateur photography in competition with the artistic; photography as used in the sciences; schools for photography, chemigraphy, processwork and gravure; machinery, apparatus, chemicals, papers, etc., employed in photography. The extent of the exposition may be inferred from the closely printed catalogue of three hundred pages.

THE Berlin *Börsen-Courier* says of the German paper-making business that it is in a very precarious condition. Well-managed paper mills, whose products have been popular, and which have for years produced good profits, are to-day quite at sea. Despite long-continued restrictions in production, they find it impossible to secure sufficient orders, as there are certain competitors who accept orders at any price, with no thought of what they lose in filling them, nor how much they depress the paper market. For the year of 1909 there are no prospects in sight of improvement, as there are large new factories being built, which can only weaken business still further. A number of paper manufacturers have recently endeavored to come to an agreement on the prices of certain papers, but without avail. Those manufacturers who have labored under deficits for years and who also furnish a questionable product, are the most stubborn opponents of an understanding.

THE Verein für Altschrift (Roman Type Society), started some twenty-five years ago, now has fourteen thousand members. Its self-appointed mission is to advocate

the general use of "Antiqua" (Roman) instead of the "Fraktur" (improperly called German) type-faces. It endeavors to do away with the evil the printers of Germany, Austria, Holland, Denmark, etc., contend with—the necessity of being equipped with two kinds of faces. The society recently sent a numerously signed petition to the various lawmaking bodies of the German States and cities, asking for coöperation in the gradual adoption of the "Antiqua" faces. Count von Zeppelin, of aeronautic fame, has just become an honorary member. The president of the society is Albert Windeck, 25 Limburgerstrasse, Cologne. It may be added that there is a society in Germany having the contrary object, namely, the preservation of the "Fraktur" style, which it reveres as the "national type-face." Bismarck in his day was an enemy of the "Antiqua."

AUSTRIA.

AUSTRIA is imitating the United States in the matter of size in newspapers, as may be noted in the Easter Sunday editions of the following journals, which for the occasion were increased to the stated number of pages: *Neues Wiener Tageblatt*, Vienna, 172, including 123 of advertising; *Neue Freie Presse*, Vienna, 160 (96 advertising); *Fremdenblatt*, Vienna, 106; *Bohemia*, Prague, 100; *Pesti Hirlap*, 112; *Pester Lloyd*, 80.

IN the lately revised wage-scale of the Vienna lithographers, retouchers, process and copperplate printers occurs the provision that should night work extend beyond midnight, the work next morning shall begin as much later as the portion of time which was worked after midnight, and that no deduction shall be made from the next day's pay in such instances. Also that if overtime extends beyond 9 P.M. 20 hellers (4 cents) extra "entrance money" will have to be allowed. This peculiar extra is no doubt due to the fact that the main doors of flats, apartment houses and hotels in Vienna are locked about 10 P.M. by their janitors, and whenever again unlocked during the night the doortender expects a fee, according to custom, of at least 20 hellers. From this same wage-scale we gather that the regular holidays of the trade in Vienna (and for which the worker is to be paid) are New Year's Day, Epiphany, Candlemas, Annunciation, Easter Monday, Ascension, Pentecost Monday, Corpus Christi, Feast of SS. Peter and Paul, Ascension of Holy Mary, Birth of Holy Mary, All Saints, St. Leopold's, Conception of Holy Mary, Christmas and St. Stephens'. On Christmas Eve and on the Saturdays before Easter and Pentecost the workday is to be shortened two hours.

FRANCE.

THE management of the *Petit Parisien* has its own paper mill. This daily has a circulation of one million two hundred thousand, and earns a dividend of seven per cent.

AT a celebration held in the rooms of the Cercle de la Librairie, in Paris, on April 3, four hundred persons connected with the printing and book trades and other graphic industries were presented with diplomas and medals, in honor of their having each served twenty to thirty years for one house.

DURING the strike of the French postoffice employees *L'Illustration*, which has fifteen thousand foreign subscribers, sent the edition of March 19 to them by freight to Brussels, placing it in the mails there, and for the weight of 7,500 kilograms added the goodly sum of \$1,500 for postage to the postal exchequer of Belgium.

THE motto of the Republic of France, "Liberty, Equality, Fraternity," was devised in the year 1793, by a printer,

Momoro, who later was guillotined. His wife played the part of "The Goddess of Reason" during the feasts of the Revolution. Which goes to show that, in all cases when something great or something small takes place, a printer must always have a hand in it.

A CORRESPONDENT having requested some information about the Ecole Estienne, the graphic trade school at Paris, a few notes may be interesting. This institution is only a primary school and is intended to teach apprentices between the ages of thirteen to seventeen years; therefore, it is not a school for the perfection of adult pupils. The course of instruction is divided into four years. Foreign scholars are admitted, but are charged \$200 per year, which comprises a term of ten months of theoretical instruction in the schoolrooms and practical instruction in the mechanical department. The best-equipped mechanical sections are those devoted to bookbinding, lithography and copperplate printing. The entire equipment of the school is of the highest class. In a few months a new section for autotypy will be opened, the cost of which will be \$25,000. There is perhaps no graphic school anywhere which can be compared with the Ecole Estienne in point of practical and sanitary equipment. The school operates under State aid, given for the purpose of assisting apprentices to obtain a grasp on all the elements of their trade. Courses in French, arithmetic, history, etc., are also given by special instructors, who have nothing to do with the technical branches.

TURKEY.

SAYS the *Zeitschrift für Deutschland's Buchdrucker*: "A kingdom for a Turkish dictionary! This may well be the wish of many a reader of the day, to whom his newspaper dishes up daily a mixture of Turkish and Arabic language morsels. Selamik, Ulema, Imam, Bey, Scheich, Emir, Agha, Pascha, Effendi, Hodscha, Softa, Scheriat, Fetwa, Jildis, etc., meet us in varied array with each second line, and all this without a single indication of the meaning. What editors can be thinking of when they present such unintelligible work is a mystery. No one expects a literal translation, of course, but surely every reader has a right to a literary presentation that clearly carries the sense. Pity that Pascal David, the philologist of the *Strasbourg Post*, is no longer living, to give these editor-mechanics some needed instruction."

SWITZERLAND.

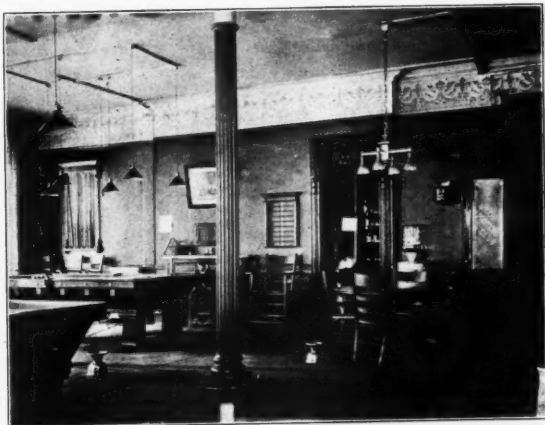
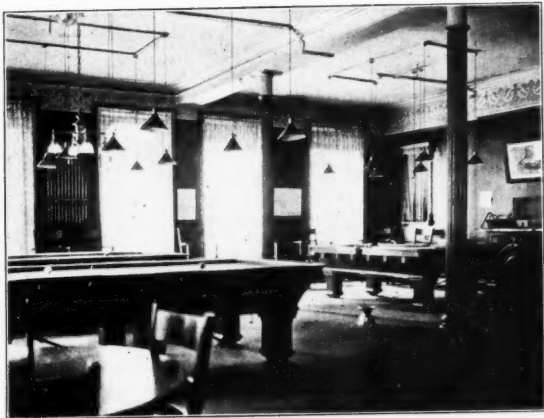
A NEW series of Swiss banknotes is in prospect, and the question now is who will print them, the commission in charge of the matter not yet having arrived at a definite conclusion as to whether the work shall be done in Switzerland, England or the United States. An American firm, which has a special polychrome process à la Orloff, and makes a specialty of notes almost proof against counterfeiting, in addition to a house in Basle and one in Zurich, is being seriously considered.

NORWAY.

THE female compositors and other workwomen in printing establishments of Norway have raised a protest against a proposed factory-inspection law, in which overtime and night work are forbidden for women. They do not desire protective legislation of that sort.

THE ONLY WAY.

After all, it isn't clothes or deportment, or money, or doing as you'd be done by that makes a gentleman. You've got to be all right and then forget it.—*Irving Bacheller*, in "The Hand-Made Gentleman."



VIEWS IN THE UNION PRINTERS' CLUB, OF CHICAGO.

JOB COMPOSITION



BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

ON THE USE OF DECORATIVE MATERIAL.

One of the hardest propositions for the printer to handle is that of ornamentation—the use of decorative material. To many job compositors it is the rock on which their hopes of successful work are wrecked, and perhaps more printing just misses being satisfactory through an injudicious use of embellishment than in any other way. Especially is this true where decorative effects are employed to “fill up” white space. A bit of white space in a job is looked upon by many compositors as a thing to be avoided, and, although the job may have been planned without thought of embellishment, and the ornaments at hand may be entirely unsuited to the type or the subject, still all white spaces are filled up with ornaments of some kind. Like all other things, white spaces in a type-design must

of us who can not remember the time when we longed for a wealth of ornaments, stock cuts and initial letters, in order that we might do “artistic” printing. Well, perhaps that was a laudable longing, for the plain type effects do become monotonous at times, and the same desire for decorative effects that actuates us in ornamenting our buildings, etc., moves us to ornament our printing. But ornamented printing is not necessarily artistic printing—neither does the lack of ornamentation imply an absence of art. Ornamentation is good only when it adds to and rounds out the text—it is never good where it detracts from or overshadows the reading matter. A job which is correct in other particulars is never spoiled through lack of decoration. On the other hand, we frequently see printing overornamented to a degree that renders it practically valueless.

The ornamentation must be appropriate—not merely a pretty stock cut crowded into the design simply because it is the latest product of a typefoundry. The new ornaments in the average shop are treated much in the same manner that characterizes the treatment of a new series of type—they are run in every job that comes in, regardless of their appropriateness, or lack of it. The question of whether the ornament fills the space seems to be the one of prime importance. A little thought will enable one to select ornamentation appropriate to the subject in hand, and a study, although limited, of decorative designs of various peoples and periods will materially aid the printer in deciding just what to use. The foundries furnish a wealth of decorative material, but without an intelligent application it is worse than useless. As an example, one sees in the catalogues various decorations of an architectural nature—columns, etc. In certain places they are used with excellent effect and produce the most pleasing



PRATTVILLE, ALABAMA.

FIG. 1.—An illustration of the fallacy of overornamentation. One fails to see where this style of decoration has anything in common with the subject of dry goods and groceries.

be properly situated and of relatively pleasing sizes, and, while this, of course, necessitates considerable thought and judgment, the printer who has reached the point where he can see a white space in a job without having an irresistible desire to fill it up with “fancy work” has progressed not a little.

Still, however dangerous to pleasing effects may be decoration in the hands of the thoughtless or inexperienced, its proper use can not fail to add much to almost any typographical design and a study of the possibilities of decorative material is most helpful.

With all too many printers artistic printing consists of a free use of ornamentation. There are perhaps very few

results, but in cases such as one which recently came to our notice, where a cover-page of a treatise on Gothic architecture was elaborately embellished with architectural decorations which were characteristically Roman, one feels that the entire absence of ornamentation would be infinitely preferable.

Take Fig. 1 as an illustration of the fallacy of overornamentation. Decorative borders, underscoring of different kinds, together with a variety of roaring lions, all go to make up a design that is just about as far from what a letter-head for a dry-goods house should be as it is possible to imagine. Think of the effect such a letter-head as this must produce upon the recipient. He opens the envel-

ope expecting to get a dignified business letter from a business house and is confronted by what might easily be taken at first glance for an advertisement for an animal show. We have no prejudice against the use of decorative material. We believe in ornamentation—and plenty of it. But as between a piece of commercial stationery decked

A striking example of inappropriate decoration is shown in Fig. 4, a hanger issued by the New York Typographical Union to advertise its fifty-ninth annual reception and ball. The architectural motif, even though it were carefully and consistently worked out, suggests nothing whatever of the printing craft. Contrast it with Fig. 5, a

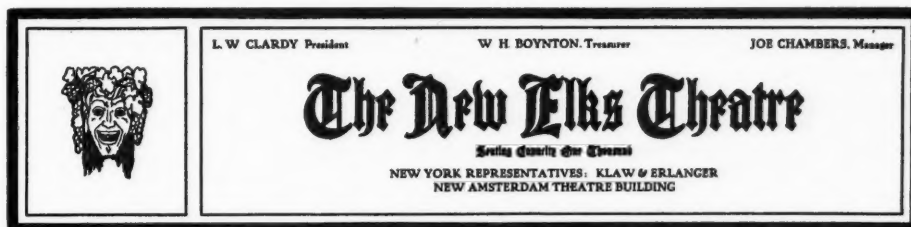


Fig. 2.—In this example the decoration is of such character that it makes the text more effective. The original was in two colors.

out like a poster for a circus and an absolutely plain letter-head, we infinitely prefer the latter. In Fig. 2 the effect is quite the reverse of that produced by the preceding specimen. The cut in the panel at the left is particularly appropriate in connection with a theatrical letter-head, and there is not so much of it that the type is lost.

The use of decorative material is not entirely without its humorous side, as Fig. 3 will show. The compositor or customer who was responsible for the use of this "exceedingly appropriate" cut certainly went the limit in his choice of decoration—but seemingly without much thought

sketch submitted for the same hanger. In this latter example the decoration is thoroughly in keeping with the subject, and the printer seeing this design naturally associates it with the craft. Liberties have been taken with the construction of the composing-stick and also with the proportion of the chase, but this conventionalizing is perfectly permissible in cases of this kind.

It is by no means necessary to have the decoration signify something pertaining to the subject. The bits of miscellaneous conventional decorations procurable from the foundries may be used as ornamentation regardless of

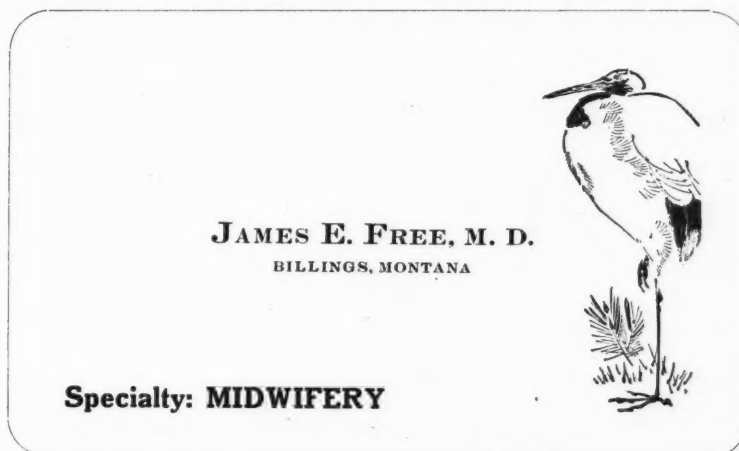


Fig. 3.—Another phase of ornamentation. It certainly does not leave a very good impression of the doctor represented.

as to the effect it would produce. Business and professional cards are distributed for the purpose of advertising, and while some lines of advertising may be furthered through the medium of a joke, it is hard to see wherein the dignified profession of medicine can fail to suffer harm through this medium. The card is well calculated to cause a good laugh, but it doesn't leave a very satisfactory impression of the doctor who gives it out.

association with the subject—provided, of course, that they are not of such nature as to strongly suggest something foreign. Where the printer has a choice, however, in the matter of cut or border, he should carefully consider which is the more appropriate. For instance, a decorative border of grapes and leaves would be entirely harmonious on a cover of a wine catalogue. A border of *fleurs de lis* or one of geometric design might answer the

purpose, but one feels that the use of the grape motif does much to emphasize the fact of its being a wine catalogue.

So far as the decoration for his own printed matter is concerned, the printer need never be at a loss. Numerous conventionalized proof presses, ink balls, etc., afford him

first employed to forestall the practices of pirate publishers, it has continued a useful and popular feature. A printers' mark in one or more colors furnishes the most appropriate and pleasing decoration that he can employ for his commercial stationery, etc., and is very effective.

BIG 6

TYPOGRAPHICAL · UNION

No. 6

FIFTY-NINTH ANNUAL RECEPTION AND BALL

Lincoln's Birthday Eve.

Thursday Feb. 11, 1909

Grand Central Palace
Lexington Avenue, 43d and 44th Streets

Proceeds Devoted to Hospital Fund

TICKETS . . . ONE DOLLAR
Admitting Gentleman and Ladies, including Wardrobe Check

SHANNON'S 23d REGIMENT BAND

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BIG 6

FIG. 4.—A striking example of inappropriate decoration. With all the wealth of ornamentation which the printing craft affords, the designer used a poorly constructed architectural motif.

ample opportunity to decorate his work in an eminently fitting manner. Then, too, there is the printers' mark, or monogram—a thing which every printery should have. Dating back to the early days of the craft, when it was

The compositor will not, of course, overlook the question of tone harmony and shape harmony in connection with the use of decorative material. That the ornaments are not too dark or too light to harmonize with the type-

faces with which they are employed, is of utmost importance, as is also the consideration of whether they are suitable in shape to be associated with the type used.

should not be used — neither should they be used solely to fill up a vacant space. If, however, their use is decided upon, the same careful attention that bears upon this deci-

Typographical Union No. 6

BIG 6
59th Annual
Reception
— and —
BALL

Tickets One Dollar
Admitting Gentlemen and Ladies, including Wards and Clerk

Music by Baynes Sixty-ninth Regiment Band

Lincoln's Birthday Eve, Feb. 11, '09
GRAND CENTRAL PALACE
43d and 44th Streets and Lexington Ave.

Proceeds to be Devoted to the Hospital Fund

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JAMES T. LYNN

DESIGNED AND EXECUTED BY FRED S. HARRIS, OF J.W. PATTY CO., 23 South

Fig. 5.— In this example the decoration is entirely appropriate, very pleasing, and a marked contrast to that used in Fig. 4.

Ornamentation, then, should be most carefully chosen, and the question of whether to use or omit it thoroughly considered. Unless one is satisfied that decorative effects will without doubt add to the appearance of the job, they

should be given the selection of the ornament, and it should be in keeping with the balance of the job in character, shape and tone. In this way only can ornamentation be successfully used.

MACHINE COMPOSITION



BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

BRUISED MATRICES.—A New York operator sends some damaged matrices and asks for the cause. *Answer.*—The damage may have been caused by a burr on the face of the mold-cap, as it seems improbable that such a deep bruise could be made from anything less than the pressure applied at this point. If you take a fine oil-stone and rub it across the face of the mold, any bruises will be detected. Another thing which may have caused the damage is that the line may have squabbled and so presented some of the matrices at an angle to the mold, resulting in such matrices being bruised. We have known this to occur.

METAL.—F. C. M., Princeton, Indiana, writes: "I wish you would please publish in your next issue of THE INLAND PRINTER an answer to the following and accept my thanks in advance: My metal for Linotype is too soft, many slugs being mashed on face; also stick in mold. I would like to know of something to strengthen metal; would also like to know of something that is good for cleaning metal when melting it." *Answer.*—When metal becomes soft it is because it has lost its antimony, and this ingredient must be restored to make it hard again. The proper proportions can be determined by analysis if the standard formula is known. Where this is impracticable, a sample pig can be sent to the metal merchant and a temper metal ordered to add to the mass to restore it to standard. A small lump of sal ammoniac will cleanse the metal when remelting it. Bring the metal to a high temperature and stir thoroughly. Put in the smelting furnace all pot skimmings and they will be reduced if heated sufficiently and stirred vigorously.

LOCK-UP.—A Nebraska operator writes: "I enclose a sample of my trouble. I am getting a little metal on the face of the mold and it gets on the matrices and clogs the channels. I have been a student of your book for some time, but find no relief in this particular case. The machine is six years old, No. 3 model. Eccentric is set to lock as tight as possible. New disk and new mold. Your book has helped me out of the hole a good many times." *Answer.*—As there are several causes for such trouble, you may discover the reason by an examination. Open vise and with a straight-edge, or a piece of new brass rule held against the mold and extending over its surface, note whether the cap is in alignment with the base of the mold, as it should be. If it is not, and extends outward farther than the base of the mold, you have the cause of the trouble. Another test: Set up a line and send it into the elevator; lock the spaceband shifter and recast a few lines. While the machine is in operation note the extent of compression of the pot-lever spring as the pot locks up to cast. This spring, if it yields much over one-sixteenth of an inch may be the cause of the trouble. Increase the tension of the spring if found weak, or renew it if it is broken. Test

mold-disk lock-up as follows: Close vise jaw; draw out starting lever. When mold-disk advances, push back the starting lever; by raising the first elevator the space between the mold and vise jaws may be determined. There should be room for about two pieces of print-paper when the mold is in this position.

DAMAGED MATRICES.—"Slug Eight," Cleveland, Ohio, writes: "I am enclosing several matrices. I call your attention to the lower ears. All matrices show the same trouble; of course, the thin ones more than others. I can not locate the trouble. I thought at first it was caused by the assembler star or in the assembler, but it does not seem to be there. Sometimes the ear is almost cut off. Can you give me the cause and remedy?" *Answer.*—From the nature of the damage to the matrices, it would suggest that the harm was done as they were entering the line-intermediate channel from the assembling elevator. If a line is elevated with much force, the first matrix to the left in the line may be thrown up a few points and the lower ears will be brought into contact with the rails in the line-intermediate channel. If the line is a short one, for example a thirteen-em line, the carriage travels seventeen ems, and if the air chamber permits too much speed, the ears aforesaid will receive the impact of this force against the rails in the line-intermediate channel. As a remedy, keep the duplex rail in the assembling elevator in, or send the lines up with less force. The line-delivery-carriage pump valve may be set so as to diminish the speed of the carriage.

LOW LETTERS.—An Iowa operator writes: "We are sending you under separate cover several slugs which have sunken letters. I marked them with a scratch on the slug so that you can see where they are. We also enclose in this letter a sheet which has been printed, which shows the trouble. We are having considerable trouble of late with the German machine in regard to this. Our lock-ups are perfect and all the adjustments are good and true. The matrices are about six years in use, about sixteen hours a day. The slugs are all right, when we use them for stereotyping, but when we come to print direct from the slugs, we have this trouble of low letters showing up faintly in the print. Would you be so kind and tell us where the fault lies?" *Answer.*—Low letters are usually caused by faulty facewise alignment of the matrices. Facewise alignment is made by the pressure of the pot against the mold, which is thus forced against the faces of the matrices to align them. The pot has a compression-spring between it and the cam-lever which operates it. If this spring is broken or misadjusted it can not act. The lever should compress the spring a sixteenth of an inch when the cam forces the pot against the mold. Too much tin in the metal will also cause shrinkage, which will produce low letters.

BROKEN SPRINGS.—A Minnesota operator writes: "The machine which I am working on is a No. 2 model and is not in very good condition. I could not get more than half a dozen spacebands out of the box before they would be blocked, so last night I took the box off and found that the pawls were very dirty and that one was higher than the other and that only one ear of the spacebands was being released half the time. I cleaned the pawls and dressed them down to equal length and run the spacebands out of the box several times without getting a blockade. The keys are all worn smooth and there is not a letter on the lower-case keys, not even the groove. I tried taking out the fulcrum rods and putting the cap-levers on the lower-case side, but could remove only one rod, the rest being screwed so tightly that I could not get them out. The second-elevator bar spring is missing and the spring

between the cam one and cam two is broken in two places. Are these springs of a special size and must they be procured from the Mergenthaler Company, and, in ordering, what springs must I ask for? Magazines have never been cleaned, and the lad who is operating the other machine (a two-finger operator) has been putting graphite in them and they are very dirty. No tools in the place excepting one old file, a wrench and a couple of screw-drivers." *Answer.*—In ordering springs from the Mergenthaler Company ask for B-238, second-elevator starting spring, and G-67, second-elevator bar spring. These springs should be on the machine and kept in proper condition. They can be secured from the Mergenthaler Company, 521 Wabash avenue, Chicago. Graphite should not be used in the magazine in the manner you described. It only magnifies the troubles and also produces other difficulties, such as causing the keyboard cams to be covered with graphite, and the roller to become smooth.

EJECTOR, ETC.—An Illinois operator asks: "(1) In ejecting the slug in my machine, instead of the ejector being carried forward only as far as the shoe on the gear cam is set to carry it, sometimes the ejector will travel forward until the ejector slide strikes the guide block, and consequently kicks the slug against the front of the stick and mashes the face. This only occurs occasionally. What I want to know is, how can I adjust the ejector so that it will stop as soon as the shoe on the gear cam releases the pawl on the ejector lever? The machine is a Model 2. (2) Do you consider a coal-oil burner better than a gasoline burner for controlling the temperature of the metal? Can you control the heat with the coal-oil burner practically as well as you can with gas? With the gasoline burner there is no way to heat the mouthpiece, especially on a pot made for a gas burner, and I would like to know if the coal-oil burner is a success in this respect. What is the price of this burner? (3) Is the mold-wiper (F-898) front or back, and how is it attached? (4) What would be apt to cause a pot-lever to break in casting? I recently broke one in this way. Everything seemed to be in perfect adjustment, and the nuts on the eye-bolt under the pot were set the same as they were when the machine left the factory—the inside nut against the short section of gas-pipe on the bolt, and the outer nut on the end of the bolt. The only thing I could see wrong was that the spring on this eye-bolt had become compressed some from long usage. Would this lever stand the work if I should have the two pieces joined by brazing? I put on a new spring and slackened the inner nut on the eye-bolt. Was that the proper thing to do?" *Answer.*—(1) To remedy your ejector difficulty, procure a new buffer-spring (F-337) and keep the ejector guide and blade free from oil. If you have changed the adjustment, readjust it so that the end of the blade just clears the edge of the spring-plate in the knife-block. (2) A coal-oil burner will not give as much heat as a gasoline burner, but it is used extensively. It usually gives much more trouble. Both burners must be regulated and kept clean. The coal-oil burner has a mercury governor to automatically regulate the supply of oil; it does the work properly if it is adjusted right. The gasoline burner has no automatic regulator, it being an easy matter to keep it in order. We would recommend the gasoline burner. Both are sold by the Mergenthaler Company. (3) The mold-wiper (F-898) is a front wiper, and is attached to work between the top of the knives and the bottom of the right jaw. The wiper complete consists of F-898, F-886 and B-87. The cost is about \$1. You can attach these parts. (4) The pot-lever might be broken if the lock-up between the pot and disk was obstructed by metal and if the machine was then

forced over by hand, or by an abnormally strong pulling-clutch. Brazing should make it hold. The spring should compress at least one-sixteenth inch when the pot is locked up to cast.

RECENT PATENTS ON COMPOSING MACHINERY.

Justifying Mechanism.—B. F. Bellows, Cleveland, Ohio, assignor to Electric Compositor Company, New York. Filed August 15, 1906. Issued May 11, 1909. No. 921,063.

Slug-casting Machine.—B. F. Bellows, Cleveland, Ohio, assignor to Electric Compositor Company, New York. Filed August 16, 1906. Issued May 11, 1909. No. 921,064.

Matrix-distributing Mechanism.—B. F. Bellows, Cleveland, Ohio, assignor to Electric Compositor Company, New York. Filed August 16, 1906. Issued May 11, 1909. No. 921,065.

Machine for Making Printing-plates.—J. S. Duncan, Chicago, Illinois, assignor to Addressograph Company, Chicago, Illinois. Filed June 15, 1908. Issued May 11, 1909. No. 921,600.

Typesetting and Printing Machine.—F. H. Brown, J. E. Hanrahan and J. L. Sellar, Baltimore, Maryland, assignors to American Planograph Company, New York city. Filed September 30, 1899. Issued May 18, 1909. No. 921,946.

Type Mold.—S. C. Gaunt, Chicago, Illinois, assignor to Barnhart Brothers & Spindler, Chicago, Illinois. Filed December 2, 1907. Issued May 18, 1909. No. 922,129.

Type-bar Machines.—F. H. Richards, Hartford, Connecticut, assignor to American Typographic Corporation, New Jersey. Filed March 22, 1899; April 9, 1900. Issued May 15, 1909. Nos. 922,512; 922,632.

Linotype-assembling Mechanism.—J. E. Billington and Charles Holliwell, Broadheath, England. Filed April 18, 1908. Issued June 1, 1909. No. 923,131.

Linotype Matrix Swage.—P. E. Kent, New York city. Filed December 21, 1908. Issued June 1, 1909. No. 923,275.

Type-embossing Machine.—W. G. Reynolds, Chicago, Illinois. Filed May 2, 1908. Issued June 8, 1909. No. 923,998.

Assembling Mechanism.—J. R. Rogers, Brooklyn, New York, assignor to Mergenthaler Linotype Company, New York. Filed Feb. 1, 1909. Issued June 8, 1909. No. 924,000.

Junior Linotype.—J. R. Rogers, Brooklyn, New York, assignor to Mergenthaler Linotype Company, New York. Filed December 4, 1908. Issued June 8, 1909. No. 924,001.

Vise Jaw.—L. L. Kennedy, Brooklyn, New York, assignor to Mergenthaler Linotype Company, New York. Filed May 5, 1908. Issued June 8, 1909. No. 924,243.

Monoline Machine.—H. Degener, Berlin, Germany. Filed May 23, 1908. Issued June 8, 1909. No. 924,326.

WHY HE DID NOT STAND UP.

Mr. X. was a prominent member of the B. P. O. E. At the breakfast table the other morning he was relating to his wife an incident that occurred at the lodge the previous night.

The president of the order offered a silk hat to the brother who could stand up and truthfully say that during his married life he had never kissed any woman but his own wife.

"And, would you believe it, Mary?—not a one stood up."

"George," his wife said, "why didn't you stand up?"

"Well," he replied, "I was going to, but I knew I looked like hell in a silk hat."—*The National.*

COST AND METHOD



COST SYSTEMS VS. MANAGEMENT.

BY JOHN D. GRIER.

After reading many articles on the subject of prices printing should be sold at and cost systems, the writer wishes to point out a few things lost sight of in this recent agitation to raise the price of the printer's product. Among these is lack of organization — handling men successfully.

The average "boss" (it fits the old adage) when a workman became so incompetent that he could no longer get a situation as a journeyman, either became a foreman or a proprietor of a small shop. My many years' experience has proven this to be only too true, as it is very seldom you work for a man who conducts a print-shop whom you can tell anything. If you advance an idea, the "boss" will "swell up" and give you that cold stare that would freeze a drop of dew on a July morning. He will probably inform you that he is running the place and you are doing the work. "Get busy," do it my way or look for another job.

In an organized print-shop, one should find the work the man can handle, keep him at it, and so get results; but I have very seldom found these conditions existing. You usually find a man working at something he does not like or can not do successfully. Handling men is a subject to which very few of our master printers give any thought, and they usually secure a foreman or superintendent who knows far less. They think a printer, or a so-called printer, can handle anything you hand him, and with very few instructions. Instructions! Well, they can give him very little of that article, as they would not know much about how to go at the work themselves, and try to push it out some way, often poorly constructed, badly spaced and rotten in general.

But this is a day of specialists, and we get the specialist foreman or superintendent, who knows *one* thing — we will say job composition. For example, the man was a first-class compositor, did his work fairly well, put up a good front; and the "boss" picks him out from among the many and gives him the position at the desk. Along come the tickets from the office, very meager instructions thereon, such as come out of the business office of the average print-shop. Among them is a sixty-four page catalogue, which, in time, is set up, without any planning, in many different styles, and I have seen the pages, which could have been easily set up all one size, all constructed different widths and lengths. Fine conglomeration to lock up! And Mr. Stoneman walks up to the desk, asks Mr. Job Printer Foreman, "Sixty-four pages inserted for saddle or flat-stitched book, which?" What will the intelligent answer be?

I want to ask the question here, how and where, in a few years, are we going to get a first-class, all-around printer, who understands every branch of the business, to act as foreman or superintendent? They are at present a scarce article, but in a few years we will not have *one*, as this is a day of specialists.

The average printer to-day knows nothing about press-

work or binding, not to mention photoengraving, electrotyping, paper — its different sizes, weights or quality, whether it is suitable for a letter-head, novel or a catalogue full of half-tones. He knows nothing of ink, the kind required in a particular case, if the job goes in colors, what to use suitable to the paper and to produce a desirable effect.

But the foregoing assertions are not a criticism of such bad practices as some others the writer has encountered. The average head of a house handling printing knows very little about the physical condition of his plant, and many shops where I have worked, even though they secured \$3 an hour for composition, would be producing at a loss. Why? Because there is no material, and the "boss," if requested to purchase material for the composing-room, will state that, "we turned out the work last year, why not this year?" never giving any thought to the business in hand and the present necessities. I had the pleasure of working in such a shop in a Western city. We had secured an extra rush of work, four large catalogues. The composing-room, then on the first floor, not being adequate to handle the work, they made space on the third floor, setting up frames for six men. This small force was turned loose up-stairs to get out the extra work, and "overtime every night" was the order. No material to work with was the first condition encountered. When sorts were wanted, it was "Go down to the first floor." The time put in on this work would make a wooden Indian blush. One day the vice-president came up and the writer endeavored to explain the condition of affairs, but the same old story was handed back. I finally insisted on having six-point three-em spaces. What did he get? One-half pound for six men to work with! In this same shop I have seen the lead and slug cases turned upside down for three or four hours at a time, twenty-five to thirty men at work, or trying to work, in the composing-room, and all other material likewise lacking. What did it cost this firm an hour for composition?

I have encountered the same conditions in Chicago. This woeful lack of material and poor management, which most print-shops are working under, will never enable the master printer to make money in his composing-room. The pressrooms and binderies are about in the same condition — a mass of antiques which would make a "mossback" turn green with envy.

A short time ago the writer had a conversation with a gentleman who was foreman in a shop in this city, operating a battery of Gordons and six cylinders, having held the position for six months, under the most trying circumstances. One day he sent a requisition to the "boss" for a dozen strips of reglet. After a couple of days it came back unhonored and the head of the house, when the subject was brought up, wanted to know what he wanted to use them for. The foreman backed up and bowed himself out of the job. What more could the man do?

The writer at present is working in a shop where material has not been replaced in ten years. Recently a cylinder pressman put in two hours trying to get a form locked up in a chase which resembled a "barrel hoop," to lay flat on the bed of the press so that it would print without a blur. Life is too short to mention the other deficiencies of this place, but the "boss" complains that he is not making money; yet he gets a fair price for his work, but can not see the necessity of replacing the old material.

The writer admires the movement to raise the price of printing and has often made the statement "that it is impossible to get too much money for a piece of printing," but there are many deficiencies which the "price-booster" and "cost-system man" is overlooking, and, in order to

put our business in the front rank, where the banker will look upon us favorably, he must master these faults, most of which are in the workroom, where the "boss" likes to hold on to the relics of bygone days and endeavors to produce an output which will show a dividend every year. Look over your plant, replace your old worn-out material, buy new, in sufficient quantities, and you will find two jobs being produced where one used to come out, pay-roll decrease, and you'll have money in the bank. This is not an argument of a supply-house salesman, but that of an ordinary tramp printer who has worked in a shop or two.

THE HOME-MARKET IDEA IN CHICAGO.

The Chicago Association of Commerce claims to be the largest organization of business men in the world, which is proof of its intense Chicagoism. The purpose of the

requires an investment of more than \$1,000 for each employee.

"The annual report as furnished by the *Tribune* last January gives the volume of business in our line at approximately \$30,000,000 a year, and which, we believe, with its full measure of reciprocity from the members of this association can be largely increased. Sixty-six per cent of the amount expended in our product is for labor, practically every dollar of which returns through the various channels of business to Chicago merchants, as those employed by us are not the class that send their surplus to Europe, or leave this country after earning a competence.

"We have found that many of the larger concerns, members of this association, have in the past given very little personal attention to the placing of their printing contracts, leaving it in many cases to subordinates, who

Dust and Rust Eat Dimes and Dollars

association is to promote the commercial interests of the Windy City at home and abroad. Under its auspices there was held recently a "public discussion of the internal trade question — of Chicago for Chicago." Manufacturers told of the small percentage of the goods made in Chicago that were sold in that city; and buyers recited why they did not patronize their fellow citizens. It so happens that a sore spot with Chicago printers is the practice of sending work out of town by some merchant princes. E. F. Hamm, of the Blakely Printing Company, was among the speakers at this meeting and took occasion to voice the wintry discontent of the craft in this wise:

"Market coöperation in my opinion means market reciprocity, and reciprocity among members of this association is, I believe, an all-important question. Ex-President Hall had the following to say on the question: 'The more general the sentiment of reciprocity becomes in a great market like this, the more its trade is bound to increase. It is the volume of trade that makes and maintains a great market, rather than the extent of its dealings in a few commodities, however important it may be. The education of our merchants and manufacturers in the theory and practice of reciprocity and coöperation to their highest degree of practicability is to-day the most important single aim of the association, and, I believe, that no member will either fail to recognize these facts, or will decline to give them his indorsement. It is essential, however, that they should not be forgotten, but be kept in practical every-day use.'

"I therefore feel that too much can not be said upon this subject, and what I have to say is in behalf of Subcommittee No. 45, as well as, I hope, in the interest of the association. Subcommittee No. 45, on which I have the privilege of serving, is composed of printers and binders, an industry which stands sixth in magnitude in the line of manufacturers in the United States, and which, in the point of members, has the largest representation in this association of any manufacturing line. It is an interest which

have not the best interest of the association and our city at heart, and, therefore, place the work with out-of-town concerns. This is the day of specialists, and particularly so in our line.

"I venture the assertion that most any job of printing that is being placed with out-of-town concerns can be duplicated both in price and quality in Chicago if the buyer will simply take the trouble to investigate as to what concerns are best fitted to handle his particular line of printing. It is unfair to the Chicago printers for any of our local merchants to ask a price on a certain piece of work of a Chicago printer who is not properly fitted in his mechanical departments to economically produce this particular piece of work, and then obtain a price on the same work from a printer outside of Chicago, who may be well fitted to handle it for various reasons, and then make a comparison of the figures with those received from the Chicago printer and then allow the contract to be awarded on this basis.

"While we have certain conditions that militate against us, it has been found that where the character of work and other points are considered, the Chicago printer is able to compete with any of the out-of-town printing-offices. Your subcommittee asks your consideration and requests that some action may be taken by this association that we may be better able to serve the association by enlarging its membership."

HOW IT IS WITH THE ENVELOPE-MAKERS.

J. A. Johnston, of the Samuel Cupples Envelope Company, spoke at a Franklin Club lunch in Chicago, giving the reasons that led up to the organization of the Western Envelope Club. It is merely a local affair and does not exert an influence over so wide a field as its members would wish. But, as the influences which compelled Chicago envelope men to get together operate all over the country, there are signs that the Chicago plan will grow till it becomes a nation-wide affair. In fact, the prelimi-

nary meeting has been held, and a national organization is assured.

Mr. Johnston said he had come through an experience in which the "knocking" salesman and lying buyer were considered necessary adjuncts to upbuilding of a successful business. The speaker had reached the conclusion that those methods were piratical and he now believed that the civilized method of having some regard for the welfare of the industry—being altruistic—was the up-to-date and most successful way. When the first envelope-maker told a customer that he would not figure against a fair price given by a competitor, the latter was suspicious that behind this statement was a desire to do bodily ill. Then some one thought of getting the suspicious ones and the Good Samaritans together. At the first meeting there was a great deal of constraint, if not some actual coldness. Under the genial influence of good viands, there was a frank swapping of experiences, and they found a remarkable similarity in troubles. Mr. Lying Buyer was uncovered, and sincere regret felt for the hard feelings he had engendered between competitors. Gradually the manufacturers were drawn closer together and they endeavored to eliminate some evils and put the stamp of approval on worthy trade practices.

Mr. Johnston quoted some prices on printing that took away the breath of the straight-line printers. He said several reasons could be cited as responsible for this condition of affairs. One was that in the absence of a national association, members of the Western Envelope Club had to meet the prices of outsiders. Another was that all envelope-makers do not know their costs, and are easy prey for buyers who play the game so that the bidder will forget his overhead—that is, if he is so well versed as to know what that meant and its importance. It is impossible for the ordinary printer to meet the prices of the envelope-maker, as the last mentioned had special machinery for the making and printing of their product. But in fully equipped establishments the cost of production was about the same and they knew that many jobs were taken and delivered for less than cost. Another drawback is—and until it is obliterated there is little hope of envelope-makers getting a profit on their printing—the competition of the Government. It offers to do that work for nothing. It is the general impression in the trade that the contractor for these printed envelopes is not piling up wealth at a menacing rate. Mr. Johnston appealed to his hearers to do what they could to have the Government abandon its policy relative to printing return cards on envelopes, a sentiment which was heartily approved.

In closing, Mr. Johnston paid his respects to the lukewarm and milk-and-water members of trade organizations. He said their forte was criticizing their competitors and bemoaning poor conditions. Yet they know all the short cuts, and hold aloof from associated effort because they know it all and can't learn anything about the business, to hear them tell it. These are the people who not only are not making money, but giving their substance to the buyer and preventing others from getting their just dues. Every energy should be exerted to get that class of men into an organization, so that they may be shown what they are—stumbling-blocks to themselves and every interest in their line of business.

The Western Envelope and the Ben Franklin clubs may seem small affairs to some of their members, said Mr. Johnston, "so also was the little association in New Bedford and Fairhaven formed of grocers to improve their buying ability. It was organized by Henry H. Rogers. Its members soon outstripped their rivals and through it

Mr. Rogers got his start in life. If he had adhered to the ideas he seemed to have in those days—that business was coöperation, not war—he might have enjoyed his millions and had his memory respected and beloved of men."

UNION OFFICIAL ON TRADE ABUSES.

In the current *American Pressman*, Mr. Berry, president of the International Pressmen's Union, has an article dealing with the cut-price problem. He likens it to the rebate evil, which is not half bad as an analogue. Mr. Berry says it is difficult to imagine that the evil is as widespread in any other industry as in the printing trade, and regards it the duty of all followers of the craft to lend their energies toward the elimination of the practice. In Mr. Berry's opinion, "the cause and responsibility do not rest on any one of the parties," though "the employing printer for the time pays the damage, but ultimately all interests are affected, for the evil adds to the irregular condition of the commercial printing industry." There is a hard jab at supply houses that are over liberal with their credit, thereby placing a heavy and undeserved burden on the solvent and successful printer.

The public has been educated to low prices by unbusinesslike practices prevailing in the trade, says Mr. Berry. While many people "realize that the work is worth more than is demanded by employing printers, they will continue to secure their printing at the lowest possible figure." He does not believe the remedy can be wrought by any single element in the trade. There will have to be coöperation of the broadest and most comprehensive character. Mr. Berry sees an opportunity for organized labor to get in the game, for he believes greater uniformity of wages is needed, saying: "The nonunion shop will not assume uniformity of wages, which is one of the principal factors, nor will it assure uniformity of output, and certainly, to average the cost of the product, those points are the most essential. Labor organizations should coöperate with employers to the degree of forcing a regulation wage, and give more attention to a system of education that will improve the workmanship of the men. With such a policy, other abuses, of which there are many, can be systematically and gradually eliminated."

Speaking of what he calls the "rebate graft," Mr. Berry remarks: "It is the duty of our organization, whether or not members indulge in such practices, to vigorously prosecute a campaign of publicity and punishment that will have the effect of minimizing the present abuse."

A SHORT SERMON FOR PRINTERS.

Having chosen to be a printer, my son, joy will forever be just ahead of thee. Thou wilt ever be near to the vision of sweet-featured reality, but will get the hypothesis instead, unless thou art wise. Printers are a breed unto themselves, mysteriously generated and nourished on the bile of trade cupidity, which is confectionery to them. Verily, printers have three parts—the job-vigor, the figure-obscure and the dump-entia. These are hard to overcome, but printers "come over" with them easily. Be a chastening rather than a chasing printer. Do not speed the job to cover and when up to it do not feed the giver on the little wind thou hast left, but wrap about thyself an undiscovered quality and let the customer guess. But never guess thyself; know both thy figures of speech and cost; be thou the entity and if there is to be a nonentity let it be the customer or thy rival. He who telleth all he knoweth is empty, but he who seemeth to know much and sweateth it slowly is swelled with irresistible charm. When

thou seekest money remember it is fugitive; seem not too eager to possess it, but be coy, even as the maiden who showeth just above her ankles, and it will not take flight. In business as in courtship the reserve is ever an unknown quantity. Follow these precepts, my son, and if thou wilt be a printer thou mayest be more than an assumption and may get the job.—*The British and Colonial Printer and Stationer.*

RESPONSIBILITY OF PRINTERS.

The June issue of the *Ben Franklin Monthly* contains a story of an interesting case of a spoiled job and the responsibility therefor. It is an involved affair, in the sense that four firms did the work, three of which might, on a superficial glance, be said to be in some sense responsible for the spoilage.

The Troy Laundry Machinery Company wanted a catalogue printed. It purchased the paper, had a firm make the printing-plates, another the embossing-plates and also gave it the job of doing the embossing. George Seton Thompson was requested to figure on the printing. In doing so he said, "The scoring should be done after the embossing, otherwise it might interfere with the register." Mr. Thompson received the material first and was told to go ahead. In order to insure register, the embossing-plate was secured and the embosser's instructions on feeding were followed. The job was handled with great care, the paper being allowed to stand for a week with frequent turnings so as to season it, and during the progress of the work the paper and tympan were carefully covered each night. As a further precaution a printed sheet was run the second time every three or four hundred impressions to guard against any variation in the guides and prove the register.

The printed covers were sent to the embossing company, which found it impossible to make its work register with the printing. This condition led to a conference of all the parties in interest, in an effort to fix responsibility. The paper company said it did not guarantee the stock; paper was susceptible to atmospheric conditions, but that was at the user's or buyer's risk and not the seller's. The platemaker did not regard himself as in any way responsible, while the embosser said he was doing satisfactory work for his customers, but could not make this job register, as no two sheets appeared to be alike.

On being asked for a statement, Mr. Thompson said: "The way this job has been handled is a mistake. The only way to get satisfactory results is to have the printing and embossing done by the same firm under the same conditions. I did not make the plates, nor the stock, and can not control the weather. The only reason the embossing will not register is because the paper has dried or contracted since the printing was done. Having no control of the work since it left my shop, I am not responsible."

The conferees agreed that the customer should be taken care of in some way. The paper house promised to bill the paper at cost and provide another lot at the same rate; the embossing company offered a material reduction and Mr. Thompson expressed his willingness to cancel his charge, so as to pave the way for a satisfactory job—having in mind his dictum that the printing and embossing should be done in the same office.

This liberal—perhaps generous is a more fitting term—arrangement was not satisfactory to the customer, who wrote Mr. Thompson: "In view of the fact that you accepted the contract, knowing the conditions under which it was to be produced, we shall expect you to deliver to the embosser eight thousand covers in such condition as will

enable him to register the die and complete the job in a satisfactory manner, without further unnecessary delay and without additional expense to us."

This exceeded the terms of the original contract, and provoked a reply in which Mr. Thompson took the position that his work had been done in a competent manner and requesting check for amount of bill. The purchaser's reply to this was a note saying that if Mr. Thompson did not within twenty-four hours promise to do the work, the matter would be "handed to our attorneys."

This roused the ire of Mr. Thompson and, after consultation with the officers of Franklin Club, he gave the customer a Roland for his Oliver by "beating him to the courts," and entered suit for the amount of his bill.

Mr. Thompson demonstrated that he had taken every precaution to secure a first-class piece of work—had fulfilled all the terms of his contract. He alleged the defect was due to shrinkage in the paper, and as that was supplied by the customer, he would have to stand for any damage resulting therefrom. Witnesses for the defendant customer were compelled to admit that defects could only be explained because "the paper had shrunk after the printing had been done." It also developed that the embossing die had been cut in two after the printing had been registered by it. The *Monthly* says this "fact in itself was sufficient to destroy the case for defense." Judgment was entered for the plaintiff and a new trial was denied on the ground that defendant's witnesses had proved the case for Mr. Thompson. Commenting on the case, a writer in the *Monthly* says:

"It has come to be a part of the plan of some buyers of printing to parcel out their work, as was done in this case. Evidently the scheme is to get it done at the lowest possible rate. Therefore, they buy the designs from the artist direct, the plates from an engraver, and the paper from the wholesaler, in each case getting the same rate as the printer would, plus the cash discount. In each transaction they deprive the printer of his legitimate profit on all the parts of these correlated lines entering into the complete job. If the printer furnished all the things going into the make-up of a catalogue he should be held responsible for the proper fulfilment of the contract. He is justly entitled to a profit on all the various parts he buys to complete the work. He must have this profit when he takes the risk. Where all the materials used in producing a piece of work are furnished by the customer, the printer is deprived of a large part of the legitimate profits on the contract. Then, as in the Thompson case, when anything goes wrong, the question of responsibility is always a matter of dispute.

"It would seem to be better business practice for the customer to place contracts for the entire work with the printer, and for the printer to decline contracts for only a portion of the work, unless some specific agreement is made fixing responsibility absolutely and beyond any chance for dispute.

"A grave injustice was the attempt to saddle the entire cost of another lot of covers on the printer.

"The unfortunate part of the case was compelling the printer to take the case into court in order to collect his legitimate bill. This cost time and money in getting the evidence together, the services of a lawyer, witness fees, time of the plaintiff's own witnesses, and all the other incidental and numerous expenses unavoidable in such cases, in order to collect a just claim.

"If other printers profit by these experiences and avoid complicated contracts, either by refusing them altogether or insisting on doing the complete work, and getting a fair profit therefor, the lesson will be well worth the price."

PRESSROOM



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

AUTOMATIC FEEDERS FOR JOB PRESSES (481).—“Will you please give me information regarding automatic feeders for job presses? Do you know of any that can be attached to an ordinary job press by which two-color work can be produced?” *Answer.*—Tucker Feeder Company, 1 Madison avenue, New York; Kidder Press Company, Dover, New Hampshire; Kramer Web Manufacturing Company, 364 Race street, Philadelphia, Pennsylvania, and Printers’ Chase and Machine Company, 13 North Jefferson street, Chicago, Illinois.

IMMODERATE REDUCING OF INK (488).—Submits a blotter printed in bronze-blue and yellow. The yellow is printed uniformly, but the blue is weak looking and appears mottled in the solid type. He asks: “How can I overcome the mottled effect in the type? I used a reducer, but I presume I did not get the ink thin enough.” *Answer.*—The reducing of the ink has been carried too far, thus causing the weak and mottled effect. It is quite possible that the glazed surface of the blotter peeled with the ink in its original state. A slight amount of reducing varnish or other reducing medium can be safely used if it does not tend to weaken the ink. Balsam copaiba or boiled oil is often used for the purpose. It is a wise plan to keep posted on the various reducing mediums offered by ink-dealers. Several cans of these compounds should always be kept on hand. There is little or no waste attached to their use.

REMOVING COPYING-INK FROM ROLLERS (485).—“We are having trouble with our rollers every time we use purple copying-ink. It seems that the ink eats them, and, besides, it is so difficult to remove the ink afterward. How should such rollers be cleaned, and what will prevent the destruction of the rollers?” *Answer.*—You should use hard summer rollers for copying-ink, and add a small amount of glycerin to the ink. This will tend to diminish the pull of the ink, which is so trying to the surface of the rollers. As the copying-ink is composed principally of anilin, it can not be entirely removed in cleaning, because it penetrates below the surface of the roller and stains the gelatin. To clean the rollers, sheet off as much ink as possible, then run on a liberal amount of news ink and allow it to distribute. The rollers may then be washed with benzine or turps. Some pressmen prefer to have the rollers washed with water and then dried by rolling over pieces of print or other soft paper. Copying-ink rollers may be used for black, but not for colored inks.

TYMPAN FOR COVER-FORM (484).—Submits a booklet cover printed in black ink on heavy antique cover-stock. Several solid cuts appear in the advertisements. These cuts are not printed solid, although ample color was carried. The make-ready is responsible for this condition, inasmuch as that impression is lacking on the entire form. The query is as follows: “What kind of tympan and make-ready should be used on the enclosed cover? I find that I must carry considerable color to have the dark cuts print

properly; then they dry so slowly.” *Answer.*—Use print-paper for a tympan where old type or electros are used. The tympan may be covered with one or two sheets of hard manila as the condition of the form may warrant. Pull an impression on a thin sheet of book-paper or print for the mark-out sheet; attach this sheet several sheets deep in the tympan. On a form having solid cuts and large type several mark-out sheets may be required. When the form is ready to run, work up the color to the proper point. Do not start with a surplus, as this condition may conceal defects of the make-ready, which will have to be corrected later. In printing on soft heavy stock carry a strong impression, with the ink as short as the stock will stand, but not to the extent that the surface is peeled or made fuzzy in the solids. Boiled oil used sparingly will serve the purpose of thinning the ink if it is required. If the run is a short one add as much Japan drier as the ink will stand.

PERFORATING RULE ON A PLATEN MACHINE (487).—“Please inform me what to use in the tympan when working a perforating rule on a platen machine. What is the price in English money of a book on embossing? Is the instruction applicable to country shops where we make our own dies?” *Answer.*—In working perforating rule with a type-form, if possible have the rule parallel with the rollers to avoid cutting them. If the rule must be placed the other way, lock the form out of parallel with the sides of the chase. Under the top sheet place a sheet of pressboard, which will be changed as often as it becomes lumpy with ink and paper. As most all perforating rule sold is above type height, some printers reduce the height by sharpening to a trifle under type-high and compensate for the difference in the make-ready by pasting a strip of pressboard beneath the top sheet. As this is not inked there is less deposit beneath the perforations. The strip may be renewed as occasion demands. Another method is to make two impressions of the work. First print the form, then lock up the perforating rule between two six-point pieces of brass rule of equal length. The rollers are removed from the press and several pieces of heavy manila are stretched over a pressboard as tympan. The brass rule on each side of the perforating rule prevents undue cutting and allows the sheets to strip readily without tearing and gives clean cutting. “A Practical Guide to Embossing and Die Stamping” is a comprehensive work on the subject. All prevailing methods of embossing are explained in simple language. The book will be sent postpaid for 6s. 3d. by The Inland Printer Company.

OFFSETTING OF PROCESS INKS (483).—Submits specimens of tri-color work printed on coated Bristol. The finished impression appears dead, the colors being flat and without luster. The blue shows spotted in the shadows and appears somewhat darker than ordinary process blue. In referring to the specimen the pressman says: “There was a run of twelve thousand with ideal weather for such work. The work was slipsheeted, except the yellow, and was allowed to stand twenty-four hours in the slipsheets. Had them piled in bunches of about two hundred sheets, but with all this care there was an offset from the red. Was the trouble with the ink or the manner of using it? I usually have trouble with the red ink in this way. I use the ink as it comes from the can, without modifying it in any way. What is the cause of the trouble?” *Answer.*—It may have been that the yellow was allowed to become bone dry before the red was applied. This condition would not permit the red to blend with the yellow, but, rather, make it necessary for the red to dry on the surface. In this manner the red will dry slower; a trial by rubbing with the finger will not always reveal its true state. The

printing of the blue on the red, which is only dry on the surface, gives a cause for the mottled appearance of the solids. While it is not advisable to print the red while the yellow is still wet, still this must be done before the yellow is completely dried. If the inks have not been ordered specially for the stock the necessity of modifying their working and drying properties is apparent. A retarder for the yellow and driers or binders for the red and blue inks have become indispensable in a pressroom. For some time past a number of inkmakers have carried their special varnishes and binders for process printing. In the make-ready for the process plates the use of the several mechanical overlays makes the work of blending the various colors more exact, on account of the selective nature of these methods. The large printers use these methods exclusively in their work, it is said.

LABEL STOCK WRINKLING (482).—Submits a 20 by 30 inch sheet of labels, eight on. The plates are $7\frac{1}{4}$ by 9 inches and have six points' space between each plate. The gripper-bite is three picas. The stock is thin, but of good quality. The tail end of the sheet shows a slight wrinkling, which comes opposite a slurring on the gripper edge. The letter of inquiry reads: "Our pressman has been having some trouble on our new press, caused by wrinkling of the paper. He has changed the grippers and sheet-guards and has been able to get it from the ends to the center, but can not get rid of it entirely. The plates are light and the ink corresponds. The paper lies flat, so we do not believe it causes the trouble. Will thank you for any suggestions you may offer." *Answer.*—The slurring at the gripper edge at a point where one of the lower guides is placed seems to indicate that the guide rest is raised too high. When the grippers close on the sheet with the guide rest in this position there is a buckling of the stock, and as this part of the stock strikes the edge of the plate before the cylinder presses it to the form, a slur or double print marks the white part of the sheet outside the actual printing area. This marking is irregular in appearance, being stronger and weaker at various intervals. A test to determine this condition may be made by closing the grippers on a sheet and turning the cylinder forward until the edge of the sheet is clear of the guide rest. In this position the sheet should lay close to the cylinder and show no curve or buckle. On some old-style two-revolution presses it was a difficult problem to have the guide rest remain in a position where it would not cause a buckling of the stock and at the same time clear the tail end of wide sheets when delivering to the fly. The guide rests should be set low enough to lay quite close to the top sheet. This is accomplished on some presses by an adjustment which raises or lowers the feed-board. When wrinkling occurs in full forms where open or white spaces occur, it may be due to the draw given the stock by the uneven impression of some of the plates. This cause is readily detected, as the wrinkles usually radiate from the affected part. Where thin or flimsy stock is used the rapid closing of the grippers on a sheet which may not lay close to the feed-board causes it to buckle uniformly along the guide edge. This difficulty is readily corrected by hanging a sheet of heavy, rough manila paper over the sheet-guards and allowing its lower edge to extend to the bottom rod of the sheet-guard. The guards may be set so as to press this sheet lightly against the cylinder. This plan causes the smoothing out of buckled sheets by excluding the air from under the sheet. This may be applied to drum cylinders as well as two-revolution presses.

MOUNTS FOR PROCESS ENGRAVINGS (486).—"I have a four-color job consisting of the usual three-color plates and the black plate, size $7\frac{1}{2}$ by $8\frac{1}{4}$ inches. When the plates

came from the engraver they were mounted on a wood block. As we were to use them for an indefinite period, they were returned to be mounted on paneled backing. The engraver stated that the paneled backing, which they put on at our request, had warped before they had shipped them. They then removed the plates and remounted them on bridged-metal mounts. I contend that the metal mounts are all right, if made solid, but as the bridged mounts have so much blank space, it allows the plate to sink unless it is locked up with the supporting parts parallel with the bed-bearers. The first pulls taken from these plates when mounted on wood, show a uniform impression, and the make-ready only requiring about an hour for each plate. When the second order was being printed, this time with plates on metal, the red plate had three depressions, which required considerable overlaying to make a uniform print. Underlaying was out of the question on account of the distance between supports. The other plates were in like condition. The make-ready time was necessarily increased three times on this account. Am I justified in demanding that these plates be remounted on paneled blocks or at least on solid metal bases? The plates cost \$65, and I believe for that price I should have better results. I believe that engravers should study the printing side of the question a little more. It would eliminate such controversies as this between the printer and the engraver." *Answer.*—An impression of the red section of a process label submitted with the above letter shows one part to be uniformly even, while five distinct sinks give no print whatever. As some of these low places occurred between the supporting ribs there is no means for underlaying, making it necessary to even up the impression by overlaying. It is quite possible that the trouble originated in the repeated unmounting of the block. The plate was mounted while it retained some slight bends it received when it was removed from the wood mounts. We believe your demand would be complied with if fully understood by the engraver. There are two methods of applying permanent metal mounts to plates such as these: one is the solid; the other the bridged block. The former is used for very heavy work, which will include embossing dies and solid tint-blocks. The bridged mounts are suitable for ordinary color-plates. Wood mounts, when permanently attached to plates, do not as a rule give entire satisfaction, on account of their tendency to swell and shrink and yield under continued pressure. The use of sectional metal blocks is a distinct advance toward the solution of the problem of stable mounts for cuts.

A TEST OF PROGRESSIVENESS.

Some of the greatest drawbacks to progress are the fallacious postulates which new ideas encounter. The spirit of nonprogressiveness was well summed up in a remark made by a manufacturer to whom a new proposition was presented—a remark that is classic in its stupidity: "If there had been anything in that idea, don't you suppose some one would have taken it up long ago?" It is over such obstacles as this that nearly every improvement in mechanics, methods, and policies has been made. Unless ideas were in advance of the time in which they first appeared they would not be new. Whether a man belongs to the new or the old order of things is largely indicated by the way he first receives something new.—*W. P. Warren, in Collier's.*

"WERE you ever surrounded by wolves?"

"No; but I used to open the dining-room doors at a summer hotel."—*Louisville Courier-Journal.*

NEWSPAPER WORK



BY O. F. BYXEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 3286 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

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NOTES OF THE ASSOCIATIONS.—Items of general interest regarding the associations will be published in this department each month. Members are requested to send us information relating to forthcoming events and the doings of their meetings, which will appeal to publishers generally. Each succeeding meeting of an association is supposed to be "the largest ever attended," and "interesting papers" are always read, so that such references, either before or after a meeting, are not "news of general interest," but all members of all associations are interested in the happenings at the various meetings where something out of the ordinary occurs or is planned to occur. **THE INLAND PRINTER** desires to present to its readers the "meat in the cocoanut," and to present the meat only. In this resolve it believes it will have the hearty cooperation of every secretary and every individual member.

THE TEXAS PRESS ASSOCIATION will have twenty delegates at Seattle.

TEN DAYS IN EASTERN CANADA.—The Pennsylvania State Editorial Association has just completed a ten days' trip through eastern inland Canada, including the Muskoka Lake region, the Hudson Bay country and Ottawa.

OUTING OF GEORGIANS.—The Georgia Weekly Press Association is to spend a week among the mountains in North Georgia this month, several of the settlements having extended hospitalities. The outing follows immediately after its annual business session.

ASSOCIATION TRIPS.—Arkansas Press Association, one of the most active organizations in the country, makes a great feature of its trips each year. In the past it has visited Buffalo, Chicago, St. Louis, Denver, Asheville, Galveston and Old Mexico, but this year it made a tour of its own State in a special train, stopping at pretty points and interesting towns where they were received like "long-lost

children" and stuffed with fried chicken. The trip was declared to be the most enjoyable of all. At the last meeting of this association, held in May, there were over two hundred members in attendance.

PENNSYLVANIA TO GO IN A SPECIAL CAR.—Pennsylvania State Editorial Association is to send an enthusiastic delegation to the Seattle convention, having their own special car. They have high hopes of electing their ex-President, Hon. A. Nevin Pomeroy, to the presidency of the National Association.

CONNECTICUT daily and weekly publishers have joined forces, the Daily Newspaper Publishers' Association of Connecticut and the Connecticut Editorial Association meeting at the same time and place, holding their business meetings separately and then joining for lunch and to hear and discuss papers.

JULY MEETINGS.—National Editorial Association, Spokane, July 19-25; Colorado Editorial Association, Steamboat Springs, —; New York Associated Dailies, Cooperstown, July 13-16; New York Press Association, Cooperstown, July 13-16; Georgia Weekly Press Association, Douglas, July 13 and 14; Virginia Press Association, Rockbridge Alum Springs, July 13; Suburban Press Association of New England, Island No. 2, Lake Ellis, Athol, Massachusetts, July 26.

HISTORY OF CANADIAN JOURNALISM.—A commendable stroke of enterprise is shown by the Canadian Press Association, which recently published a "History of Canadian Journalism." The book is written by Dr. A. H. U. Colquhoun, Deputy Minister of Education for Ontario, and covers the rise of journalism in each of the provinces of the dominion from the earliest times to the present day. It is a volume of 250 pages and contains the portraits of past presidents of the association, which has been in existence fifty years.

SUMMER OUTINGS.—The Suburban Press Association of New England holds monthly meetings, usually convening at the Crawford House, Boston, but the June, July and August meetings are to be principally summer outings, where business will be combined with pleasure. At the invitation of the corresponding secretary, R. William Waterman, they will be held at Island No. 2, Lake Ellis, Athol, Massachusetts, and the lady friends and relatives of the members are included in the invitations. This association was organized in 1881 and has been represented at all the conventions of the National Editorial Association, furnishing two of its presidents.

INLAND'S JUNE MEETING.—The June meeting of the Inland Daily Press Association, held in Chicago on June 15, was, as usual, strictly a business session. This association has probably had more to do with keeping the price of print-paper down in the Middle West than any other one influence, and what has been accomplished in this direction alone demonstrates what real practical benefit may result from publishers getting together at stated intervals and discussing business problems of mutual interest. The Inland holds meetings three times a year, in February, June and October, all of which are held in Chicago. Nothing but business enters into their sessions, and no "courtesies" are accepted. At the June meeting much stress was laid upon the value of a good editorial page. It was demonstrated that subscribers approve of a paper that shows by the comments on the editorial page that there is some soul and some intellect back of the publication. It was stated, and undoubtedly with a great deal of truth, that "the paper with a strong editorial page never has an empty bank account."

TO MAINTAIN ADVERTISING RATES.—A strong set of resolutions was adopted by the Illinois Daily Newspaper Association and made an appendix to its constitution and by-laws. The resolutions refer to advertising and are believed to be the first taken by any similar organization in the United States. They demand absolute adherence to rates with no secret rebates, commissions, free space or any gratuities of any kind; extra charge for special position under all circumstances; designate railroad time-tables as advertising matter to be paid for; disapprove the practice of naming a competitor in making a comparison of the number of lines of advertising carried, etc., or publishing anything discourteous to competitors; declare that advertisers are entitled to a full knowledge regarding the circulation of all newspapers, how, when and where they are distributed. Many other features of the advertising business are covered in the resolutions, the whole tending to weld more strongly the bond of good fellowship fostered in all associations of editors and publishers.

OPEN-SPACE CONTRACTS.—Every publisher has had experience with the advertiser who will contract to use a large number of inches in a year in order to get a low rate for some special advertising he wants to run, and then forget to use the balance of the space. Philip Ganz, publisher of the Macon (Mo.) *Republican*, in his address before the Missouri Press Association on "Home Advertising," suggests a plan to overcome this difficulty, which he has used successfully himself. Mr. Ganz has a rate of 13 4-5 cents an inch for 1,000 inches, to be used in a year, the advertiser having the privilege of using the space as he pleases. He divides this rate, where he has doubts about the advertiser using the full amount, as follows:

First	50 inches at	20 cents.
Next	50 inches at	18 cents.
Next	100 inches at	16 cents.
Next	200 inches at	14 cents.
Next	600 inches at	12½ cents.

This schedule, as Mr. Ganz says, protects the seller of space, as the buyer pays a higher rate if he uses only a small amount of space, and the advertiser is encouraged to advertise more extensively, as the more space he uses the lower becomes his rate per inch.

WEEPED AT THE WRONG TIME.—Walt Rogers, lately proprietor and editor of the Chandler (Okla.) *News*, in announcing the sale of his interest and the merging of his paper into the *Publicist*, thus forming the *News-Publicist*, closes his valedictory thus: "In the language of former days we wish to add that, since coming to Chandler we have 'laughed where there was no mirth, wept where there was no sorrow, the fruits of our labor were the apples of Sodom, and had we continued longer our belly would have contained only wind.' We tried to do business on the square, but the effort seemed out of tune. We wish the newspaper boys here success far more than they seemed to have realized before."

AD-SETTING CONTEST No. 27.—For THE INLAND PRINTER'S twenty-seventh ad-setting contest has been selected an ad. that will give the contestants a wide range for the display of their talents. In previous contests it has been the custom to present the copy in a plain paragraph, leaving the compositors to select the lines for the display without any intimation as to the wishes of the advertiser. This time the ad. is reproduced just as it appeared in a Raleigh, North Carolina, paper, giving a little more of a foundation on which to build. Like many ads. from houses carrying largely diversified stocks this

one has a long list of articles enumerated. Such ads. are puzzling, to say the least, and the compositors who can produce arrangements of this copy which will be entitled to leading honors will be deserving of all praise. It will be noticed that the copy reproduced is much smaller than the original ad., but the reproduction shows the relative sizes of display. The same rules which have so successfully governed previous contests will apply to this:

1. Set 26½-ems pica (two columns) wide by 5 inches deep.
2. Each contestant may enter two specimens.
3. The firm name must be duplicated across the top, and the name and address appear at the bottom, as shown in the copy. Aside from this the compositor is at liberty to change the arrangement, but must neither add nor omit any portion or words.
4. No illustrative cuts allowed. Material used to be limited to type, border, rule and such cuts and ornaments as are furnished by typefoundries in series or as parts of border and ornament fonts.
5. Two hundred printed slips of each ad. to be mailed to "O. F. Byxbee, 130 Sherman street, Chicago."
6. Use black ink on white paper, 6 inches wide by 7 inches long, exactly.
7. Write plainly or print name of compositor on one slip only, which should be enclosed in the package.
8. Each contestant must enclose 20 cents in stamps or coin, to cover cost of mailing a complete set of specimens submitted. Canadian dimes may be used, but not Canadian stamps. If two designs are entered, no extra stamps will be required.
9. Each contestant will be given an opportunity to select the best three ads. A penalty of three points will be inflicted on leading contestants where a selection is not made.
10. All specimens must reach me on or before August 15, 1909.

BOYLAN-PEARCE CO. || BOYLAN-PEARCE CO.

The Formal Opening Of

The Spring Season

Dry Goods, Millinery, Coat Suits, Carpets, Mattings and House Furnishings

The "First View" of the

Paris Pattern Hats, New York Designs, Tailor-Made Hats and Our Own Creations

Newest Spring Woolen Suits, Silk and Satin Directoire Dresses, Empire, Princess and Jumper Suits

A wealth of Silks, Satins, Dress Goods and Trimmings—Linen, White Goods and Colored Cotton Fabrics. Every needful accessory for the adornment of Womanly beauty. Parasols, Gloves, Neckwear, Handkerchiefs, etc.

New Carpets, Art Squares, and Mattings

Complete readiness in every section of the store—Pay us a visit. If inconvenient to come, a Post Card call will bring samples to your hand. State your wishes definitely, then note the promptness of our mail order system.

BOYLAN-PEARCE COMPANY,


206 Fayetteville St., RALEIGH, N. C.

Copy for THE INLAND PRINTER'S twenty-seventh ad-setting contest.

The sheet with the compositor's name and address, and the stamps or coin should be enclosed in the package of ads. and not sent in a letter; in fact, it is better not to write a letter at all. The usual plan of designating the best ads. will be followed: A complete set of all the specimens submitted will be mailed to each compositor within a few days after the close of the contest, and the compositors themselves will act as judges, each being requested to select which, in his judgment, are the best three ads., and those receiving the largest number of points will be reproduced in THE INLAND PRINTER, together with the photographs and brief biographical sketches of the compositors who set them. Three points will be accorded each ad. selected for

first place, two points for each second choice, and one point for each third. Contestants should read the rules very carefully and see that each provision is fully complied with, as failure to meet the conditions may debar their work. Special care should be taken to have the size of the paper correct, as one ad. on paper too long or too wide would make every set inconvenient to handle, and any such will be thrown out. Particular note should also be made of the date of closing, as ads. received too late can not be accepted. Where a compositor enters two ads., each set of specimens should be wrapped separately and the two enclosed in one package. THE INLAND PRINTER is able to reproduce only a limited number of the ads. submitted, so that those who do not participate are missing much of the benefit to be derived from a study of the various styles of display in a

and what body-type to set it in (a strenuous job), to give him an idea of emphasis and display accordingly, as well as justifying the ad., meantime explaining to him why he ought to use the various types. Now, when I give him copy to set, he goes at the work almost like a veteran, and I need answer very few questions. I don't know if this is the best plan for instructing apprentices, but anyhow I feel much elated over the progress of this one. If you think his ads. and this plan of instruction are worth publishing, I would be pleased to have you do so for the benefit of others. I, for one, know by experience what discouragements there are for apprentices." Mr. Grosskopf deserves much credit for devoting his time to the apprentice, as it is seldom he receives systematic, helpful advice. The whole secret of his success is in the fact that he always explained



MIXING BOWLS

Best fire proof clay body, blue lined inside and out-side, for baking and as a kitchen dish it has no equal. Actual capacity five pints.

OUR SATURDAY SPECIAL

6c

The Famous
Angus L. Fochtman, Propr.
440 MITCHELL

No. 1.


Set by a sixteen-year-old apprentice.

Secondhand
"Store"
419 Howard Street

Gas and Gasoline Ranges
Roll Top Desks
Cupboards
and
Bookcases
Beds and Bedding
Furniture of All kinds

G. E. HOUTS
PETOSKEY, MICH.

No. 2.



Holiday Pastry

IT'S CHEAPER TO BUY THAN TO BAKE

Mince Pies We use the best of materials in all our pies and know that there are none better made anywhere.	Fruit Cake To be at their best should be thoroughly seasoned. Leave orders early for Christmas or New Year's dinner or wedding.
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Oyster Patties
Don't they remind you of the East? We use the best oysters and the patties are the kind that melt in your mouth.

Model Bakery
2017 Fresno St. Makers of Good Things to Eat

No. 3.

Good use of panels and strong contrast.

THOMAS FLYER



6 CYLINDER 40 H. P.

Note These Specifications
122 inch wheel base. 36 inch wheels. Full Electric rear springs. Bevel gear drive, with transmission on rear axle. 1 8 inch steering wheel. Amalox ball bearings throughout. Made with the same skill, of the same material and by the same people who built the champion stock car of the world. The lightest stock car of its size—weighing less than 2500 pounds—ready for the road.

Price \$3180.00
IMMEDIATE DELIVERY

PIONEER AUTOMOBILE CO.
1246 J Street Phone Main 1101

No. 4.

complete set. There will be two hundred sets of ads. and, should the number of contestants be unusually large, the sets will be given to the first two hundred who enter, so that the advisability of submitting specimens early is apparent.

TEACHING AN APPRENTICE TO SET ADS.—John B. Grosskopf, of the Petoskey (Mich.) *Record*, and one of the winners in the last ad.-setting contest, sends several ads. set by an apprentice, sixteen years old, with but eighteen months' experience. Two of the ads. are reproduced (Nos. 1 and 2). They show good judgment and the result of Mr. Grosskopf's training, who writes interestingly of his work in that direction: "As you know, an apprentice in a country newspaper office has about every sort of thing to do, and gets mighty little chance to devote himself to ad. and job composition. I have the newspaper in charge, so it has fallen to my lot to teach this boy as much of the trade as possible. It was a queer task for me at first, for it was my first experience along that line, but I hit upon an idea—all my own, I think—to teach the youngster to set ads., not knowing how successful I would be. Up to about six months ago I would have him set up an ad., one or two a month, but I would designate each line of type to be used

to the boy *why* he should use certain sizes and faces of type. To simply give instructions without reasons is to get him in the habit of believing that he can depend upon some one else to do his thinking for him. If the apprentice really cares to learn, the instruction given by Mr. Grosskopf is sure to be rewarded by the production of a really intelligent printer.

NEWSPAPER ENTERPRISE BUILDS NURSES' HOME.—Scott Laird, manager of the Winona (Minn.) *Republican-Herald*, recently offered the Winona General Hospital all the proceeds of a day's edition of his paper. The Hospital Association immediately got busy soliciting advertising. They made a rate of 50 cents an inch, expecting to clear about \$1,000. Much to their surprise, after seeing two or three merchants, they found a very charitable citizen who offered to double all that they could secure in the way of advertising. This added zeal to the proposition and they immediately redoubled their efforts, and when the time arrived for closing the forms they had over \$3,600 worth of advertising. The double of this amount gave them \$7,200, to which were added several special donations, bringing the total sum up to \$8,500, which is to be expended for a nurses' home. The edition cost the *Republican-Herald*

about \$400, but they feel well repaid, as the building will be a lasting advertisement for the paper.

NEWSPAPER CRITICISMS.—The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Belleville (Wis.) Recorder.—There is too much margin at the top of your first page and a little more ink would improve your paper greatly.

Franklin (Ohio) News.—Solid ten-point does not make a very handsome body letter, but it is nicely handled in your paper. The whole arrangement is commendable.

Independent Republican, Montrose, Pennsylvania.—It is seldom that a paper is received having so much news crowded into eight seven-column pages. There are too many heads the same size at the top of the first page, and these should not be run side by side.

Lanston (N. D.) Journal, Overly (N. D.) Tribune, Eckman (N. D.) Press.—These three papers are all issued from one office, the entire editorial and mechanical work being done by two men. Each is a six-column quarto, and all follow the same style of heads and make-up, a very effective first page being procured by using a double-column display head at the top of the two center columns, with single-column heads in the first and sixth columns. The running of a line above the title is not desirable and should be abandoned. Aside from this the entire work is commendable.

ATTRACTING THE ATTENTION OF ADVERTISERS.—The Hannibal (Mo.) *Courier-Post* is using a novel idea to

STATE OF MISSOURI.)
City of Hannibal.)

Hannibal Courier-Post,
Plaintiff,
vs.
Yourself, et al.,
Defendants.

On appeal from the Court of General Depression,
General Session.
May Term, 1909.

And now comes the Plaintiff, by its attorneys, Hill, Herrin & Mahan,
and for cause of action shows that the Hannibal Courier-Post is a first-class metropolitan newspaper in every respect, doing business in Hannibal and surrounding territory. By reason of its standard as a newspaper, by its aggressive methods it has built up a large circulation in Hannibal and territory adjacent. This territory is tributary to Hannibal and the thousands of readers of the Courier-Post therein are prospective customers for Hannibal merchants. The actual paid circulation of the Courier-Post is about 4,000, giving ample opportunity to Hannibal merchants to advertise their merchandise in this territory and to bring people into Hannibal to trade.

Be it further known that it is the duty of every merchant of Hannibal to use space in this advertising medium and aid in every way possible in bringing people to Hannibal to trade. This paper is circulated in the territory adjacent to Hannibal and the readers are people who will visit Hannibal and trade at the local stores, providing the merchants will invite them through the Hannibal Courier-Post. Every merchant who advertises in the Courier-Post will be assisting in bringing people to Hannibal to trade.

For further cause of action the attorneys for Plaintiff show the Honorable Court (of good judgment) that during the years of 1907 and 1908, said Hannibal merchants did not sufficiently avail themselves of this advertising medium and did not, therefore, exert the proper energy in bringing people to Hannibal to trade. They did not use the space that the circulation of this paper, price for advertising service, standard of this paper and the trade center covered by this paper, would warrant.

Wherefore, attorneys for Plaintiff pray your judgment that Plaintiff be awarded a larger portion of your advertising patronage and thereby be assisted in building Hannibal up as a local trade center.

Be it resolved therefore, by the Honorable Court (of good judgment) that the merchants of Hannibal utilize the advantages of this paper as a trade builder for Hannibal and use space in some more liberally during the present year than during the past.

HILL, HERRIN & MAHAN,
Attorneys for Plaintiff.

Said attorneys will plead the case in person daily during the year of 1909.

A startling document designed to attract the attention of advertisers.

attract the attention of prospective advertisers. It is in the form of a legal petition, citing each individual merchant to appear as defendant in a case on appeal from the "Court of General Depression." A half-tone of the summons is shown herewith, together with the inscription on the outside of the document, which gives it rather a star-

No. 2004. Dec. 7.

Courier Post
Plaintiff

Inland Printer Co.
Defendant

PETITION.

Hill, Herrin & Mahan,
200 Broadway, Hannibal, Mo.
Attorneys for Plaintiff.

ting aspect of genuine legal proceedings. While advertising of this kind may not result in direct orders, still it accomplishes its purpose of bringing the message of the paper to the attention of the advertiser in an effective manner.

STUDENTS at the Technical High School, Cleveland, Ohio, have started the publication of a new monthly with a most peculiar title, *The Scarab*. It is explained that the scarab is an Egyptian beetle, worshiped as a symbol of immortality.

PROGRESS EDITION.—Steamboat Springs, Colorado, is a town of but one thousand people, yet not too small for a "Progress Edition" of thirty-six six-column pages. The *Steamboat Pilot* claims that its big edition is the largest special number ever issued by any weekly newspaper in Colorado, two tons of paper being used in its production. The typographical arrangement was particularly pleasing, and some of the features will be of interest to other publishers having similar plans in mind: The four outside pages were set in the usual thirteen-em columns, but the remaining thirty-two inside pages were broken into five columns each, each surrounded by a one-point rule, the reading matter being set in ten-point; the columns were fifteen ems wide and no column-rules were used; the headings were all set in boxes, most of them full page in width, and the ads. were set in a corresponding style; one-point rule was used around all headings and ads., all of the display in both being Clearface Bold. In publishing special editions it is just as easy to get up something attractive as it is to give the work the appearance of being thrown together. This number was one which would be admired by any printer, yet all of the ads. were set in a simple style and one which would consume the least possible time. Possibly Editor Charles H. Leckenby may have a few extra copies of the edition which he would send to interested

publishers, if 10 cents in stamps were sent with each request.

GOOD AD. DISPLAY.—Among the many ads. received this month was a package of very good specimens from Frank D. Starr, of the Watsonville (Cal.) *Register*, two of which

Fancy Parasols

Sunshades in exquisite styles. New sunshades in an almost bewildering assortment of pretty colorings. The effects obtained by the perfection of beauty in the new shades are extremely elegant. They are exquisitely blended in the most tasteful styles—simple but artistic, unostentatious beauty. The colorings too, are decided, the contrasts emphatic, but the effect unobtrusive and refined, perfect taste in absolutely correct style. Made up in Emu, brodered Fongee, Colored Checked, Tulle, Plain and Fancy Brodered Tulle, Moulin, Wireless Detachable Handles. Prices ranging from

\$1.25 to \$5.75

Traveling Goods

Trunks, suit cases and traveling bags of all descriptions here in great abundance. All are well made thoroughly reliable, staunch, strong and serviceable—built to give lasting service. Careful buying has placed in our stocks the best traveling merchandise obtainable—good values our vacationers.

Melting Suit Cases at \$2.00 to 5.00 each
Leather Suit Cases at \$3.65 to \$6.50 each
Fabric Suit Cases at \$1.00 to 3.75 each
Traveling Bags priced up to \$25.00 each
Trunks, from the low priced "Instructo" kind at \$2.00 up to the celebrated "Instructo" quality at \$30.00 each.

We are sole agents for "Instructo" Trunks.

No. 5.

Effective handling of the section of a page ad.

No. 6.

are reproduced (Nos. 3, 4). Mr. Starr's work is an exemplification of effective panels and striking contrast in display. No. 3 goes to excess in the use of large type for the principal display, but it is better to err in this direction than in the opposite extreme. No. 4 shows good use of a trade-mark, and both ads. demonstrate the advisability of using but one style of type in a single ad. Nos. 5 and 6 are double-column sections from a full-page ad. set by Otto Vagserall, of the Denison (Iowa) *Review*, showing a pleasing way of setting the headings for the several divisions of such an ad. Ernest Tomowske, of the Spokane (Wash.) *Spokesman-Review*, a few of whose ads. were criticized in

THE BARRIER By REX BEACH

A STORY OF THE INTERESTS OF A FANCY YOUNG WOMAN, WHICH IS CONSIDERED THE MOST DIFFICULTLY INTERESTING WORK. IT IS FULL OF LIFE AND ADVENTURE. IT WILL BE RUN IN SECTIONS EACH SUNDAY AFTERNOON, COMPLETELY.

Unusual heading arrangement.

March, sends some very nice specimens of his work, among them being "The Barrier," an unusual arrangement for a full-page heading. Brief suggestions are made for improving the work of other compositors:

W. W. Drummond, Odessa (Wis.) *Democrat*.—Your work shows excellent ideas; the one point where improvement could be made is in the use of a little larger type for the principal display lines.

Charles W. Edwards, *Pacific Goldsmith*, San Francisco, California.—Some of your ads. lack contrast and others would be improved by the use of a few panels or breaking up with rules or dashes.

Will Dockery, *Coeur d'Alene (Idaho) Journal*.—You certainly got up a fine page ad. and the many panels added materially to its effectiveness.

KEEP STILL.

Keep still. When trouble is brewing, keep still.

When slander is getting on its legs, keep still.

When your feelings are hurt, keep still—till you recover from your excitement, at any rate. Things look different through an unagitated eye. In a commotion, once, I wrote a letter and sent it, and wished I had not. In my later years I had another commotion, and wrote a long letter; but life rubbed a little sense into me and I kept that letter in my pocket against the day when I could look it over without agitation and without tears. I was glad I did. Less and less it seemed necessary to send it. I was not sure it would do any hurt, but, in my doubtfulness, I leaned to reticence, and eventually it was destroyed. Time works wonders. Wait till you can speak calmly, and then you will not need to speak, maybe. Silence is the most massive thing conceivable, sometimes. It is strength in very grandeur.—*Dr. Burton.*

EDITORIAL ASSOCIATION'S CONVENTION AT SEATTLE.

Usually the National Editorial Association selects an attractive place for its meetings and sees that its members are provided with enjoyment en route. The program arranged for this year is no exception to the rule. The meeting will be held in the center of the year's greatest attraction—the Fine Arts Building of the Alaska-Yukon-Pacific Exposition. At this writing details of the itinerary of the return trip have not been announced, but it is proposed that the official party reach Chicago via the Great Northern and the Chicago, Milwaukee & St. Paul Railways. Some delegates are expected to take advantage of a special twenty-day trip to Alaska, and others will view the beauties of Yellowstone Park en route home.

But the outgoing arrangements are made to the last dot. The rendezvous will be at Chicago, with headquarters at the Sherman House. On Wednesday, July 14, at 2 P.M., members and their friends will start from there on an auto and tallyho drive through the parks and boulevards, after which a course dinner will be partaken of at the White City, one of the Windy City's great amusement parks, which will be enjoyed till 9:30, when the party will leave for the Sherman House previous to taking the special train of Pullmans at 10:45 at the Union Depot for the trip west over the Burlington. On the following day, Thursday, dinner will be taken at Council Bluffs and Omaha, where delegations from Minnesota, South Dakota, Iowa, Kansas, Missouri and other central and southern States will join the party. After a ride around the cities, Omaha will be left behind at 2:25 P.M. and Lincoln reached at 4. Three hours will be spent in viewing the city and visiting the home of William Jennings Bryan, where refreshments will be served, starting west at 7 P.M. At 5:35 A.M. on Friday the travelers will meet the delegates from Texas, Oklahoma, Arkansas and Colorado, and at 7:15 P.M. of the same day be joined by those from Montana, North Dakota, northern Minnesota and northern Wisconsin at Billings. On Saturday at 5 P.M. the party will reach Spokane, and be taken sightseeing and fêted till its departure at midnight. Sunday morning will see the tourists at North Yakima, where they will tarry for an hour or so and move on to Seattle, which will be reached at 5 P.M. of the same day.

Monday, July 19, the convention will get down to business—and lots of it—according to the following official program:

10 to 10:30 A.M. Band concert by Administration band; 10:30 to 12, opening session, invocation, president's annual address, reports of officers and committees, announcements.

2 to 4 P.M. Addresses of welcome by Hon. E. M. Hay, Governor of Washington; Hon. John F. Miller, mayor of Seattle; Hon. J. E. Chilberg, president Alaska-Yukon-Pacific Exposition; Kenneth C. Beaton, president Seattle Press Club. Responses by Hon. B. B. Herbert, *National Printer-Journalist*, Chicago; Hon. P. V. Collins, *Northwestern Agriculturist*, Minneapolis; Governor A. B. White, Charleston, West Virginia.

4 to 6. Automobile ride about the city.

8 to 11. Theater entertainment.

TUESDAY, 20.

10 A.M. to 12 M. Appointment of Committees; Addresses—"Seeing Things in the West," Edith Tozier Weatherred, *Western Tours*, Seattle; "Individuality in Newspaper Work," Henry J. Allen, *Beacon*, Wichita, Kansas; "Telegraph Service for Small Dailies," Lon F. Chapin, *News*, Pasadena, California; "Gathering News

on Country Dailies," G. W. Ridgway, *Express*, Kirksville, Missouri.

- 1 to 6. Viewing the exposition.
- 6 to 8. Dinner at exposition grounds.
- 8 to 11. Visiting attractions on "Pay Streak."

WEDNESDAY, 21.

10 A.M. to 12 M. Addresses—"Editing the Small Country Weekly," Miss Caroline A. Huling, *Bookseller*, Chicago; "The Newspaper as a Factor in Town Promotion," Frank D. Throop, *Journal*, Muscatine, Iowa; "University Training for Journalists," Prof. Merle Thorp, University of Washington, Seattle; "Relation of the Country Paper to the Metropolitan Daily," Leon Westmoreland, *Democrat*, Greenwood, Arkansas; "Journalists and Common Newspaper Men," T. A. McNeal, *Capital*, Topeka, Kansas.

- 2 to 6. Boat ride to Navy Yard and inspection.

8 to 11. Reception and entertainment at Hotel Washington.

THURSDAY, 22.

10 A.M. to 12 M. Addresses—"Starting a Daily Paper in a Small Town," Miss Goldie Perry, *Sun-Sentinel*, Winchester, Kentucky; "Handling Circulation of a Daily Paper," R. P. Habgood, *Star*, Bradford, Pennsylvania; "Handling Circulation of a Weekly Paper," Edwin C. Funk, *Democrat*, Rogers, Arkansas; "Developing Advertising Business on a Small City Daily," Carl Roe, *Union-Statesman*, Walla Walla, Washington.

2 to 5. Closing session. Addresses—"Stopping the Leaks," H. G. Taylor, *Nonpareil*, Central City, Nebraska; "Foreign Advertising," W. L. Tobey, *Republican*, Hamilton, Ohio; "Profitable Side Lines for Newspaper People," Omar D. Gray, *Leader*, Sturgeon, Missouri; "Profitable Recreation for Newspaper Workers," Will G. Steel, *Steel Points*, Portland, Oregon; election of officers; reports of committees; adjournment.

- 8 to 11. Seattle Press Club smoker.

FRIDAY, 23.

9 A.M. Take steamer for Tacoma; automobile ride about city; luncheon at Point Defiance Park; ride on railroad toward Paradise Valley to view glaciers, mountains, cañons, waterfalls and forests; dinner at Tacoma and return to Seattle in evening.

SATURDAY, 24.

9 A.M. Take steamer for Victoria; automobile ride about this quaint English city; dinner and arrive at Seattle about 10 P.M.

10 A.M. Parties for Alaska trip take steamer Northwestern of Alaska Steamship Company, for eighteen or twenty day trip to southeastern and southwestern Alaska.

WHY, MARY!

"Now remember, Mary," the teacher said just before the school exercises, "if you forget some of the words when you are singing your song, don't stop. Keep right on. Say tum-tum-tummy-tum or something like that, and the words will come back to you and nobody will know the difference. Now don't forget."

On exhibition day little Mary edified her audience with something like this:

" . . . and she wears a wreath of roses
Around her tummy-tum-tum."

—Everybody's.

PROMOTED TO MAKE-UP.

The keen wit of an Irish printer from Kentucky confined at the Marion county workhouse gained for him the admiration of Mayor Bookwalter and, incidentally, his release from that institution. The printer went to the workhouse in an automobile patrol wagon, but he left it in an automobile touring car with the mayor as a companion.

It will be remembered that the mayor was formerly a printer, and that he still carries a card. Hence, printers in trouble give him the high sign of distress, and profit thereby. The "high sign" from the man in the workhouse did not go to the mayor direct, but through a mutual "print" friend.

The letter that led to the printer's release was written to a fellow-printer, who in turn gave it to the mayor, and was dated at the workhouse.

"For the love of heaven, send or bring me some plug tobacco," wrote the printer, "and some stamped envelopes. I have a little money, but want to save it to get away with when my 110 days are up at this Hotel d'Industrie. Must have accumulated an elegant stand of refreshments after I left you, as, after a twenty-four hour nap at the police station, I awakened to a charge of pulling a gun on a man."

"I remember the gun all right, but nothing at all about the mixup. Don't say anything to the boys, as I don't care to be 'kidded' the rest of my life. I have adapted myself to circumstances and have already learned to walk like a duck and eat like that barnyard quadruped which 'divideth the hoof, but cheweth not the cud.' Am now a full-fledged member of the Rock Pickers' Bangfest."

"If you come out, come direct to the building; don't go around by the police station, and come in the wagon—that's the way I got in bad."

"This is my first experience in this line and I must say it is not exactly the sort of recreation I would have chosen for my declining years. Also, I don't like to stay in my apartment quite so close. The life here is very simple; get up at 6 A.M. and go to bed at 6 P.M. Meals are served *en famille* in a large *salle à manger*, with attentive young men, armed with clubs, stationed about to see that none of the guests is dissatisfied. We are allowed to write twice a month and to receive reproachful friends on the first Wednesday in each month."

"Well, I'm here and going to make the best of it, but when I get out Indiana will be a mere speck on the horizon in about two blinks. If you have any magazines of a vintage later than 1492, they would be like manna in the desert. Thanking you for past favors and heaping blessings on your head for those I am hereby trying to work you for, I am, yours, Terry."

The mayor inclosed the letter with a note to Judge Whallon, saying that he was satisfied that a man with so much humor in his make-up as the printer seemed to have, was incapable, when in his right mind, of harboring designs against the life of any one.

The judge's answer came back in the way of a release written on the back of the envelope. The mayor called an automobile and hurried to the workhouse. There he found the printer placing dishes on the table in the dining-room.

"Hello," said the mayor, in surprise; "I thought you said you were on the rock pile?"

"There has been a promotion in the office," said the "print." "I'm on the make-up now."

Then the mayor brought the printer to town in an automobile and in a little more than "two blinks" that worthy was on a train, bound for his old Kentucky home, where "guns" may be carried with impunity.—*Indianapolis News*.

Written for THE INLAND PRINTER.

DEFINITE PLANS FOR INCREASING CIRCULATION.

NO. IV.—BY O. F. BYBEE.

SECURING SUBSCRIBERS THROUGH CONTESTS.



NEWSPAPERS naturally prefer to get subscribers exclusively on the merits of the paper, without the use of premiums or other outside inducements. Contests in which the extra inducement goes to the person securing the subscription, rather than to the subscriber, comes as near as possible to accomplishing this purpose. It is extremely difficult to find a plan that will not react disastrously, either through the ultimate loss of the greater portion of new names secured or through the sacrifice of the dignity of the paper in securing them. The contest plan is one which has stood the test of repeated trials and has become so popular that several companies have been organized which make a business of conducting the contests on a percentage basis.

One of the first papers to promote a feature of this kind was the Scranton (Pa.) *Tribune*. It conceived the idea of conducting an "Educational Contest," so termed because the contestants were striving to secure educations (and incidentally subscriptions). The results were so gratifying that the plan was repeated the two following years with but very little change. In the first contest there were ten rewards, five of which were scholarships and five articles of merchandise, ranging in value from a \$375 piano to a \$30 gold watch. From the selections made by the successful participants it was evident that these latter premiums were not sought after, but that the young people were all striving for educations, so that the following two years scholarships alone were offered.

In the second contest eight scholarships were awarded. At the head of the list were two of equal value — four-year courses at Lafayette College and Swarthmore College, each worth \$1,000 and including every item of expense, excepting meals, for the full four years. Next was a scholarship covering three years in a State normal school, valued at \$675, and covering all expenses — tuition, room, meals, light, heat, laundry and books. The remaining five scholarships were in local business colleges and musical conservatories, aggregating \$375, and making the total value of the rewards offered over \$3,600. In addition to these rewards, all contestants failing to finish above eighth place were paid ten per cent of all the money collected for the paper. This second contest proved so successful that a third was conducted, in which were awarded thirty scholarships, valued at \$9,000.

4-7

Contestants were secured from the young men and women of the city and surrounding towns, who were required to canvass for subscriptions to the *Tribune*, all of which must be paid in advance before credit was given. Subscriptions were received for one month or any number of months, but all must be from persons whose names were not on the books of the paper when the contest opened, the contestants being credited with one point for each month paid; thus, a subscription for one year counted twelve points, while one for three months brought but three points.

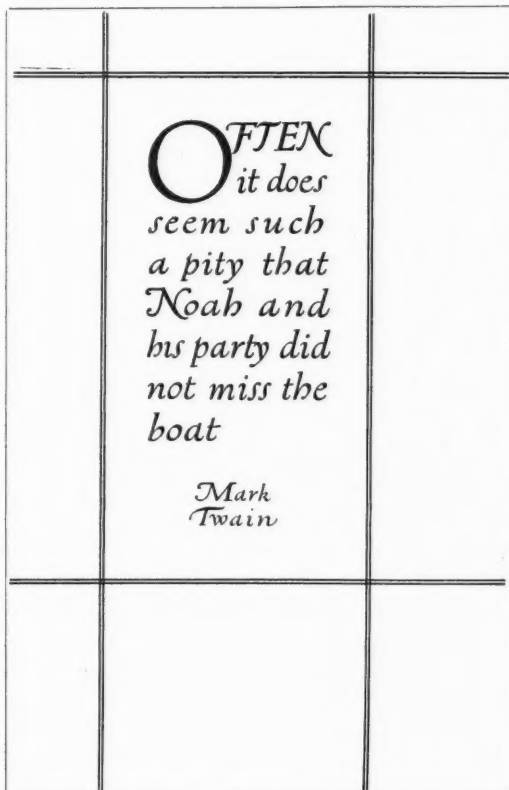
The greatest task in connection with a plan of this kind is to arouse the interest of the contestants and the public. After this has been done, ordinary attention to details is practically all that is necessary, aside from enthusiastic daily reports in the paper, giving the standing of contestants from day to day.

There is a large amount of detail to be attended to before the contest is opened. Contracts must be made for the scholarships, rules decided upon, circulars printed and blanks for receiving subscriptions prepared. There must also be arrangements made for keeping an accurate record of subscriber, contestant and points. As to the preparation of these details, and the general working out of the plan, probably no better course could be adopted than that which has been tried and proved successful. The *Tribune* in sixteen weeks added a very large number of new, paid-in-advance subscribers to its list, and received several thousand dollars in cash, to say nothing of the amount of money that was paid later by many of these new subscribers, eighty per cent of whom were retained on the books.

The first necessary step was the securing of scholarships. These, in most cases, were obtained in exchange for advertising, although a few hundred dollars in cash was

necessary to secure the larger ones. This work can not be done hurriedly, from one to two months being necessary to get the most favorable contracts signed. There must be lengthy correspondence, personal interviews, and, frequently, the paper is obliged to wait the result of a reference to some committee or board.

After contracts have been signed, preliminary announcement should be made, giving the scholarships and their value, the rules of the contest, and setting a date for the formal opening, about ten days or two weeks in the future. It is a good plan to get the endorsement of local clergymen and other influential men, as to the educational opportunity offered the young people. These should be published and featured. Both before announcement is made, and during the interim between that date and that of the formal opening, correspondents, school principals and teachers, and clergymen, both in your own and surrounding towns, should be visited, the plan explained and lists of names of



young people of their acquaintance secured, to whom circular letters are to be addressed. When it is possible, it is an excellent plan to secure the names of high-school junior and senior classes, particularly the latter, as many of these will be looking forward to college courses. The *Tribune* used the following letter to reach and interest the young people whose names were secured from these sources:

DEAR FRIEND,—Your name has been given us as one who is enterprising and ambitious, and we take the privilege of addressing you regarding our educational contest. We enclose a full description of the plan and wish to call your attention particularly to the very liberal special rewards offered for the labor of a few weeks. We believe it will pay you to enter the contest and do what you can.

It may be that only a few points may be necessary to secure one of the best scholarships, but, in any event, you will be paid for your efforts, as you will note by reading the accompanying circulars. Call at the *Tribune* office, or write to us and we will send you one of the little books of subscription blanks, so that you can start right in. Go among your friends and acquaintances—many of them will add the *Tribune* to the publications they are receiving if you explain to them why you are canvassing for it and the reward you seek to obtain. But do not confine your work to acquaintances—any fair-minded person will appreciate honest effort.

We shall be pleased to aid you in any way and will promptly answer inquiries by mail if you will address a letter to "Editor Educational Contest." Kindly let us know what you think of the plan.

Yours very truly,

THE TRIBUNE PUBLISHING COMPANY.

Enclosed with this was a sixteen-page pamphlet, giving a full description of the contest and its rules (reprinted from the announcement in the paper), and under separate cover a larger booklet, describing and illustrating with fine half-tones the various scholarships offered.

If the first letter failed to bring a response others were sent, and this system was kept up long after the contest was under way. One of these letters read as follows:

DEAR FRIEND,—We have been endeavoring to interest you in the *Tribune's* Educational Contest, but have not as yet had the pleasure of enrolling your name among those who desire to secure one of the many valuable scholarships offered.

The *Tribune* has decided to make this its last Educational Contest, and it is safe to say that an offer of this magnitude will never again be made. It is true that many of the most successful contestants in past years did not enter until after the contest was half over, but it will be readily seen that those who start early have a distinct advantage.

We hope you will sign the enclosed slip and send it to the Contest Editor at once, and he will send you an outfit promptly.

Sincerely yours,

THE TRIBUNE PUBLISHING COMPANY.

P. S.—We have not as yet had any entries from your town—at least we have received no points—and you have an exceptional opportunity. The last three years the largest number of successful contestants were located outside of Scranton. Scholarships were secured last year by young people residing in Carbondale (2), Elmhurst (2), Vandling, Harford, Moscow, Chinchilla, Kizers, Green Grove, Factoryville, Thompson, Hallstead, Priceburg, Brooklyn and Forest City.

The strong feature of this letter was in the postscript, which, of course, could not be used only where a previous contest had been conducted. This postscript was added to all letters to young people residing outside the home town, except those living where there were active contestants.

The final appeal was signed by the "Contest Editor," and demonstrated how even the contestant who entered late had a good chance of winning:

DEAR FRIEND,—I have been endeavoring to interest you in the *Tribune's* Educational Contest, and have been sending you copies of the paper from time to time, containing descriptions of some of the educational institutions in which scholarships are offered, hoping that you would see the advantage to you of entering the contest.

The book which is handed you herewith shows the attractiveness of the universities, colleges, etc., and it is safe to assert that no offer equal to this will ever again come to you. Just think for a moment of the possibility of securing an education for the work that can be done in even the few weeks that remain.

You may consider that it is too late to take up the work, but I want to show you what an easy thing it would be for you, if you have only a little push and perseverance to secure one of these valuable scholarships. There are still seven weeks of the contest—forty-two working days. An

average of only three points a day would make a total of 126 points, which would be good for about twenty-fourth place to-day, and unless some of the contestants wake up and do a surprising amount of work, you would not be much lower than that at the close.

Isn't it remarkable how few boys and girls have a real desire to help themselves and have ambition and stick-to-it-iveness enough to gain that desire? I hope you are one of the few with real pluck. If you are you will win out and I will do all I can to help you.

I enclose a mailing card, and if you will put your name and address on the back, a one-cent stamp on the front, and drop it in the postoffice, I will send you a contestant's equipment and full instructions by return mail. Within a week or two you will be among the thirty leaders.

With best wishes for your success, I am,

Cordially yours,

E. L. HATFIELD,
Contest Editor.

Next month will be given the rules of the contest, samples of the blanks used, and a description of how the records were kept.

PROPOSED MASS CONVENTION OF EMPLOYING PRINTERS.

The holding of a mass convention of employing printers was the principal topic of discussion at the quarterly meeting of the Printers' League, which was held at the Union Square Hotel, New York, on June 8. It is proposed to hold a convention in September, to which shall be invited every man in the United States who is interested in the printing and kindred industries. The league's idea is now well known, and those who attend are to be asked to express themselves frankly for or against its feasibility.

If the consensus of opinion is in favor of the league's plan, then all are to be asked to join in one strongly knit organization to insist on the acceptance by the entire trade of the league's plan. If it is decided that the league's method is too far in advance of the times, then suggestions are to be called for in the nature of modifications, and members for the national association are to be sought at this convention.

A contract between the Allied Printing Trades Council, which represents the various branches of the printing trade, was put before the meeting, and it was generally contended that the council made no effort to be liberal in its dealings with the employers, but rather took the attitude that it had a favor to confer, and those employers who desired to use the label would have to do so at the council's dictation, and in that way only.

In the opinion of a member of the league, this is a most peculiar attitude for a labor organization to assume when one considers "that the label is a right accorded by law to designate the product of union labor and is not and can not be considered a privilege granted by the council. Following its general principle, the league will not undertake to coerce or brow-beat the council," said this member, "and if it can not see the error of its assumption the league can but be sorry and then devise a remedy which may prove acceptable to the printing fraternity and the courts."

The league has a committee investigating the rates charged for power and light by the New York Edison Company. It is reported that the company had such a poor opinion of the trade that it was put in the weekly payment class. After getting all the necessary information from league plants, the committee will take up the whole matter with the lighting company, in the hope of securing better terms after the company is made acquainted with the needs of the trade.

An exchange speaks of an accident in which "none of the fatalities were serious." Are we to take this seriously? —*Advertisers' Magazine*.

PROCESS ENGRAVING



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

TO TURN DRY-PLATE NEGATIVES.—R. P. Griscom, Brooklyn, writes: "I am trying to turn dry-plate negatives for photogelatin printing. Can you give me a good quick formula, that is, one that will turn freshly developed plates? I can turn old developed ones, but the new ones are too soft. I am a constant reader of THE INLAND PRINTER." *Answer.*—Soak your freshly developed plates in a weak solution of formaldehyde until the gelatin film has become hardened through. This can be learned by trials. Then use a hydro-fluoric acid treatment to release the film from the glass.

GALVANOPLASTY.—"Printing Company," Toledo, Ohio, asks: "The writer read something about a process of duplicating plates abroad called 'Galvanoplasty.' The article stated that very little paraphernalia was required and the results were more accurate than electrotyping. What can you tell us about this process?" *Answer.*—There is no process for duplicating engraved surfaces more accurate than electrotyping. The lead process, by which a sheet of lead is used instead of wax is said to be an improvement. It originated in Germany and in translating references to this process from German into English they sometimes call it "Galvanoplasty," which may account for your being misled by the name.

AQUATINT GRAIN.—Augustus Vandevyde, New York, asks: "Could you tell me, a constant reader, how the beautiful aquatint grain on old engravings was made? Is it a lost secret? Could it be done to-day?" *Answer.*—Certainly, it could be done to-day if there were a demand for it. It was usually made by dissolving resin in alcohol and flowing this over the copper plate. This method has been practiced by the writer. When the alcohol evaporates it leaves the resin in fine grains all over the surface. Heating the plate slightly secures the grain firmly to the plate. Another way was to lay a wax ground on the plate and while it was soft dust over it fine table salt, which sank into the wax. When the plate was placed in the acid the salt dissolved away, leaving "punctures" in the wax resist. Still a more delicate way was to oil the surface of the plate and sift powdered sulphur over it. The grains of sulphur etched the copper enough to show a grain in printing.

DOUBLE PRINTING OF LINE AND HALF-TONE.—J. W. Rose, Rochester, New York, encloses some clippings from magazines of half-tone advertisements, showing an automobile in half-tone and lettering indicating improvements or parts of the mechanism in line, and is puzzled as to how it is done. *Answer.*—One practical way of doing this work is to stretch over the wash drawing, or touched-up photograph, of the automobile a piece of tracing-paper and put on this the lettering just as you want it to appear on the finished half-tone. If you put registry points on the photograph and copy them on the tracing-paper, so much the

better. Now make a half-tone negative from the photograph and a line negative from the tracing, keeping the camera in the same focus for both negatives. Print the half-tone first on the metal. Mark with ink the registry point on the metal, register the line negative upon the metal and print it, etch the plate and there you are, a combination line and half-tone.

COMPARATIVE OUTPUT OF WET AND DRY PLATE NEGATIVES.—The following query was sent to *Process Work*: "What is the best average output per working day of ten hours for a wet-plate half-tone operator and similarly for a dry-plate operator?" Five answers received prizes, though no two of them agree as to the output. Ten to twelve wet-plate negatives to twenty dry-plate negatives is the lowest estimate, while fifteen negatives for the wet-plate operator to twenty-four negatives for the dry-plate operator is the highest. All agree that ten hours is too long a day for a photographer to put in at the work. One holds that the difference in the output depends on the size of the work. With small work a number of dry plates can be developed in a large tray at one time, while if the work is large the dry plate is the quickest. The time that is gained in not having to prepare the sensitive plate when using the dry plate and in the time of exposure, which is usually shorter in the case of the dry plate, is lost in the additional time required in washing and drying the gelatin film. One operator who has worked both methods says that when one considers the defects in the dry plate compared with the wet plate the speed of the dry plate is overbalanced. He prefers the wet plate for rush work and all good work.

BLUE-PRINTS FOR COLORWORK.—Knox Illustrating Syndicate, Newark, New Jersey, asks: "We are about to glue paper on to sheets of zinc, on which we are going to make blue-prints from key-plate negatives and then work the blue-prints up with pencil, crayon and wash as well as white, so as to make color-plates that will be exactly in register, trusting, of course, that the blue-print will not photograph. We wish you would favor us with the solution to brush on the paper that will give us a blue that will not photograph." *Answer.*—It would be well that the paper that you glue down to the zinc had a little size in it to keep the print on the surface of the paper. The addition of the gum arabic in the formula below is to prevent the print from sinking into the paper. The two names for the salts are also given so that your chemist will be sure to supply the right chemicals.

A.		
Potassium ferricyanide.....	}	40 grains.
Potassium ferriocyanide.....		
Water		1 ounce.
B.		
Ammonia citrate of iron.....	}	110 grains.
Ferric ammonium citrate (green).....		
Gum arabic		10 grains.
Water		1 ounce.

Keep these solutions separate until you want to use them; then mix in equal parts in a saucer and brush over the paper in one direction and then in the other, being sure that the paper is completely covered. Dry quickly in a darkroom. After printing, wash under the tap, when the print should turn a deep blue. If overprinted, reduce the color by washing in a weak alkali like ammonia water or carbonate of soda water. To stop the reducing action of the alkali, wash with a weak acetic-acid solution.

ETCHING COUNTERS FROM TYPE-DESIGN.—"Photoengraver," Montreal, writes: "I have a customer who wants me to make counters from type-designs for embossing stationery. He wants them in metal for printing on paper in some special way of his own. The counter must be a trifle

larger than the type, so that the face of the type will just fit in it. Also the edges of the counter must not be so sharp as to cut the paper and, above all things, my work must be done cheap, as there is a lot of it to do if I can but do it cheaply." *Answer.*—Pull proofs of the type-designs with ink mixed with a trifle of varnish. While the proofs are fresh, dust with lampblack, graphite, or any opaque powder. Print from these, in reverse, on zinc in the usual manner, using either enamel or the albumen method. Etch them intaglio without protecting the sides of the metal and you can get them of any width you want for the type to enter. After etching and cleaning off the zinc, brush it with coarse emery and a stiff brush until the sharp edges of the zinc are removed. By this method you get the counter to register absolutely with the type die.

PANCHROMATIC COLLODION EMULSION.—J. E. S., Boston, writes: "I have followed with great interest, I assure you, the advice you have given from time to time about the making of collodion emulsion for three-color work. I have tried homocol, pinacynol and the various sensitizers you have recommended and want to write for the benefit of those who are working in the same line as myself—color-record negative making—that my best collodion emulsion is sensitized with pinaverdol and ethyl violet, as described in your journal on page 698, for August, 1904. I first make up separate stock solutions of the two dyes in absolute alcohol; this keeps well in the dark-room. The alcohol is heated before adding twelve grains of the dye to twenty-five ounces of the alcohol. Then I sensitize ten ounces of collodion by adding to it 176 minims of the pinaverdol stock solution and forty-two minims of the ethyl-violet stock solution. The glass plate is coated in a faint red light and the excess of dye washed away; then the plate is dipped in a two-grain-to-the-ounce silver bath for two or three minutes. The plate is then drained and exposed while wet. With good strong filters this plate is panchromatic, that is, it is, with sufficient exposure, as sensitive to red as it is to yellow and blue." The thanks of THE INLAND PRINTER are due to "J. E. S." for his willingness to give others the benefit of his very interesting experience.

THE FOUR-COLOR PROCESS.—T. W. Foley, New York, complains: "The use of the term 'four-color' for a process which is usually three colors with a black key-plate, seems to me to be wrong. We printers speak of a job of that kind as three colors and a black, or four printings. I don't say that your publication makes that mistake, but I think that you should correct the error, which is quite common among engravers, who talk to their customers about four-color work, when it is in reality three colors with a black or dark-brown key-plate." *Answer.*—Mr. Foley is right in objecting to the misuse of the term four colors when one of the plates is to print in black. He probably does not know that some of the work labeled four-color printing is really in four colors. There are now several photo processes for printing in four colors. One was proposed by Zander, another by Hering and later one by Woodiwiss. The last is a different combination from either of the others. With

Woodiwiss the four colors are those of the three-color, but with the magenta color split in two, neutral red and neutral violet, thereby allowing the yellow and the blue to be selected for the production of a more brilliant green. By the employment of these four colors with their short absorption bands, Mr. Woodiwiss claims unique blends may be made that are attainable by no other known method.

CEMENTS FOR PROCESSWORKERS.—R. W. Brown, Cincinnati, asks: "What has THE INLAND PRINTER to offer in the way of a glue to repair breakages in a photoengraver's shop? I want a cement that will stand acid if necessary. At present we use the processman's standby, Le Page's glue, but it will not stand water even when used to repair graduates or trays." *Answer.*—Le Page's glue would withstand water if you would use it only after it is sensitized with bichromate and allow the glass vessel repaired with it to stand in the sunlight until the glue becomes

waterproof. A good cement for rubber trays is made of shellac to which has been added gutta-percha dissolved in bisulphid of carbon. The proportions are: A pound of brown shellac in a pint of alcohol, to which has been added one and one-half ounces of a thick solution of gutta-percha in bisulphid of carbon. A cement that comes well recommended for repairing almost anything that a processman uses is made of litharge and glycerin. Litharge is an oxid of lead and is sometimes called massicot. The litharge must be added to the glycerin until it makes an emulsion about like collodion emulsion. It can be applied to almost any surface and when the broken parts are pressed together and thoroughly hardened will stand water, acid or heat. This cement will also repair iron or wood, the only difference being that the amount of glycerin should be lessened, leaving the cement the consistency of putty.

GETTING THERE.

Achievement is a simple stunt when you stop and think it over. There are only four steps in achievement:

4. FINISH.
3. STICK.
2. START.
1. DECIDE.

Too many people are content to take the first two steps and then start off in another direction, so that they never arrive anywhere. Such people have courage and initiative, but lack perseverance and concentration. It seems to be all a matter of habit. Dreaming is a delightful pastime, but a poor vocation. Imagination is the foundation of all progress, but the superstructure is built of solid stuff, like pure grit and hard work.

In the building of a life, nature seems to enforce ordinances to the effect that man is his own contractor, his own foreman, his own workman. Union rules do not apply; he is on the job twenty-four hours per day and seven days per week. Raw material seems to lie around in abundance; plans and specifications are freely offered in the market. But, my boy, if your structure ever rises above the dead-level of the surrounding earth,

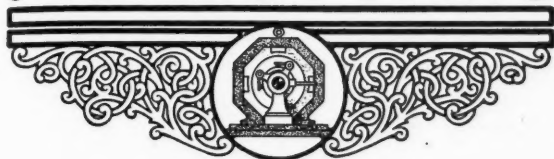
THE STUNT IS UP TO YOU.

—George Landis Wilson, in *Business Philosopher*.



"THE LITTLE MINISTER."

ELECTROTYPING STEREOTYPING



BY C. S. PARTRIDGE.

Correspondence relating to this department is respectfully invited from electrotypers, stereotypers and others. Individual experiences in any way pertaining to the trade are solicited. Inquiries will receive prompt attention. Differences of opinion regarding answers given by the editor will receive respectful consideration. Address, The Inland Printer Company, Chicago.

REMOVING ZINC FROM STEREO METAL (480).—"Is there any way that I can remove zinc from my stereo metal? I have spoiled a whole potful." T. B. Look, Portland, Maine, is the authority for the following method of overcoming your trouble. Heat the metal very hot and allow the zinc (which is lightest) to come to the top as much as possible; then throw on with a scattering motion, so as to cover as much of the surface as possible, a mixture of three parts of sulphur to one part powdered resin. Now burn off and skim thoroughly. Repeat and add a small quantity of antimony to the metal.

DEPOSITING NICKEL ON WAX MOLD (479).—B. F., Memphis, Tennessee, writes: "I find that in depositing nickel on a wax mold the shell is not evenly deposited. It seems to require considerable time to cover the lower portion of the case and in the meantime the shell is getting thick at the top. Can you let me know how to overcome this?" *Answer.*—Extend a loop of wire entirely around the mold, sinking it into the wax and leaving it long enough so that the ends may be bent into hooks for suspending the case in the bath. Deposition will now begin on all four sides at once, instead of beginning at the top and working down. By using this method the mold ought to cover in two to three minutes. Crocus is often used to prevent the form from sliding and also to prevent the wax from sticking to solid cuts and causing them to be rough. However, it must be carefully brushed off the mold before it goes into the vat or otherwise it is a frequent cause of blisters and sinks. It seems very probable that crocus will be replaced by copper, a process for pulverizing which has recently been discovered. This powdered copper possesses none of the disadvantages of crocus and all of its advantages, and will, moreover, aid in metallizing the face of the mold.

HONEYCOMB PLATES.—When you are having trouble there is no detail of the stereotyping process so insignificant that it should not have your careful attention, in witness whereof note the following excerpt from a letter received recently: "Three months ago I had a big stereo order and had shipped about half of it when complaints began to come pouring in. Nearly a third of the plates were so honeycombed that they gave way on the press and caused no end of trouble. The advertiser landed on me and threatened to take away the rest of the order. I, in turn, jumped on the metal man and insisted that the metal was at fault, thinking, of course, that it was too hard, but he had it analyzed and reported the proportions perfect. I tried other metal, but it did no good. Finally after three or four days of unsuccessful effort I found the cause of my trouble. It was a patent-plate job, and we

were in the habit of painting the cover of the casting-box with a solution of blacklead and tobacco. On this occasion one of my stereotypers, of an experimental turn of mind, substituted kerosene oil for water to make the solution smoother. I knew of this, but never suspected what the effect would be on the plates."

BACKING METAL DOES NOT STICK TO THE SHELL.—An experience illustrating the same idea occurred to an electrotyper acquaintance of mine. He found that the shell kept peeling off the plate and, after days of experimenting with his soldering acid, tinfoil and metal, he found that the trouble was in the depositing solution.

MACHINE VS. HAND-MADE MATRIX (478).—"Will you kindly let me know through the columns of your journal something of the relative quality of hand-made and machine-made matrices, and what advantages each method has?" *Answer.*—Primarily the molding machine is a great saver of time. There is no one feature of stereotyping that is so laborious and slow as molding by hand, and as far back as 1861 the first machine was built to do this work. Although not successful at the start, the demand for a quicker and easier method of molding than the brush process led to a series of experiments that has resulted in the adoption of the rolling machine in nearly all the large shops of the country. Aside from the time and labor saving advantages, it is possible to make a better matrix from zinc etchings or half-tones by machine than by hand, but when the form to be molded is of type, the brush process is superior in that greater depth may be obtained, especially in the bowls of the type. Nevertheless, an effectual mold may be made from such a form by using a largely mineral paste that will not soak into the paper flong, and by giving to the matrix three or four distinct squeezes, increasing the pressure each time. It may not be out of place here to say, that, although it has never been possible to successfully apply the direct flat pressure principle to stereotype molding, because the flong is not plastic, yet some very good matrices have been made of display pages on a pneumatic steam drying-table that has recently been placed on the market. This is not a molding machine, however, and its manufacturers do not claim such virtues for it.

STEEL ELECTROTYPES.—We are in receipt of a circular setting forth the merits of the Leuchter Hard Steel Printing Plates. The process will undoubtedly prove of much value to printers as an adjunct to copper electrotypes. The material is obviously much harder than copper and is not so readily affected by chemical inks. The claim that the millionth impression is as good as the first is probably not exaggerated. A sample of the steel shell, which accompanies the circular, is an exceedingly beautiful piece of work and looks to be indestructible. Some of the claims made in the circular are hardly warranted by the facts, and some of the knocks given to electrotypes are certainly undeserved. However, the circular is issued primarily for promotion purposes, and strong claims are, perhaps, excusable. One statement in particular is of interest to electrotypers and important if true. It will also be news to most of the craft that "the profit in the electrotyping business is never less than fifty per cent, while the average is one hundred and fifty per cent and sometimes higher on the better class of work, of which there is a great demand." This may be true in New York, although it seems "too good to be true" anywhere. We know a number of electrotypers in the West who would cheerfully hand their business over to any responsible person who would guarantee them fifteen per cent profit. Steel-faced

electros, according to the circular, "are nothing less than a deposit of iron on copper," and are unworthy of consideration. While it is true that a steel printing-plate deposited directly on the mold is superior to a steel-plated electro for very fine screen colorwork, yet for all ordinary purposes, such as catalogue and book, steel-faced plates are at least worthy of mention. The writer has before him a catalogue, printed from steel-faced electros—the last one printed on an edition of four hundred and fifty thousand. The pages contain numerous half-tones and fine rules, and it is impossible to detect any wear. With regard to electros, the circular says, "Under the most favorable conditions, the printing capacity of the copper shell is fifteen thousand." This statement is, of course,

IMITATION LETTERS.

Recently I received in my mail a neatly printed imitation circular letter, done on the best bond-paper. But, though the signature was signed in ink, it did not have my name and address on the sheet. As an excuse for this, I found at the bottom of the letter: "In order to facilitate the prompt delivery of this letter we have omitted filling in your name, as we have over five thousand customers who are personal correspondents of our firm."

That set me to thinking. The envelope had been run off on the typewriter. Now, nobody cares much about the way his name is printed on the envelope, for he very rarely keeps it. So why not with the same energy print the name on the letter-head where it belongs and use a carbon sheet



STRAWBERRY SHORTCAKE.

Photo by R. R. Sallows, Goderich, Canada.

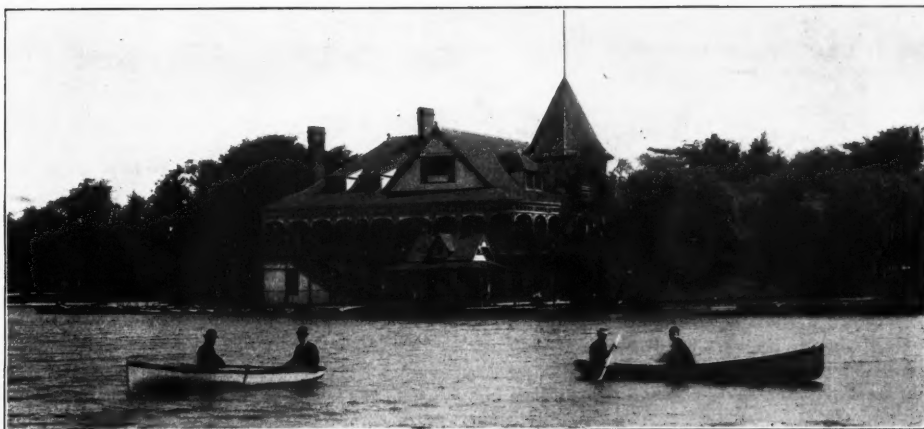
absurd. Every printer knows that, "under the most favorable conditions," a good electro will stand a quarter of a million impressions or more. The steel plate is enough more durable than copper to make a strong argument in favor of its use without stretching the facts. There is a field for steel electros and there will undoubtedly be a demand for them for long runs and for colorwork, but it is extremely doubtful if the "copper electros will be immediately relegated to the scrap-heap as an antiquated method of yesterday" as soon as the printing public learns of steel electros. Steel electros are superior to copper, because they are more durable and because they are not affected by colored inks. There is, however, one objection to them which the circular does not mention and that is their liability to corrode. They must be kept dry and, if it is desired to store them away so that they may be used in printing future editions, they must be well protected from dampness.

for the envelope? This works very satisfactorily, and I do it now in a very large part of my correspondence. Put the sheet of paper in the machine, twist the nob's to the desired length, then put in your envelope with a sheet of carbon paper the color of your typewriter ribbon. They come out together and you have killed two birds with one stone.

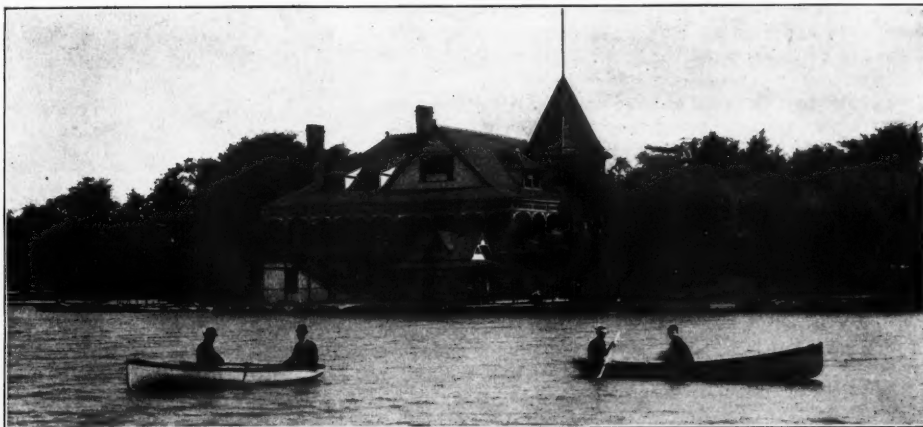
When you want to print a signature and make it look like it was really signed in ink, have the zinc etching made from the signature done with a fountain pen and then print in a rather light blue ink.

Most people who receive form-letters are not discriminating in the fine points of deception, but it pays to do these things right when the people who receive the letters are those who can tell.—*Ernest Hesse, in Practical Printer.*

GREAT is the condition of a man who lets rewards take care of themselves—come if they will, or fail to come.—*Phillips Brooks.*



Printed from original 200-line half-tone.



Printed from electrotpe from the original half-tone.



Printed from electrotpe from the electrotpe.

A REMARKABLE RESULT BY ELECTROTYPING ELECTROTYPES FROM ELECTROTYPES WITHOUT
LOSS IN DETAIL.

See descriptive article on next page.

EXEMPLIFICATION IN ELECTROTYPING BY THE GLOBE ENGRAVING & ELECTROTYPE COMPANY, OF CHICAGO.

Dubious looks and more than dubious words come from the printer when he is asked to get results from electrotypes of half-tone cuts. The printer clamors for the original to print from. But when he is asked to print from an electrototype from an electrototype he throws up his hands and declares that all arguments are useless. It can't be done, it never was done, and it is against reason and common sense. But if there is any force in the adage that "seeing is believing," the representations recently made by the Globe Engraving & Electrototype Company, of Chicago, should carry conviction of the fact that electrotypes from electrotypes of half-tone cuts as fine or finer than 200 lines to the inch can be made from the successive electrotypes in large numbers with the most trifling loss in detail and brilliancy. On the preceding page are shown samples which are exceedingly interesting examples of what may be accomplished by electrotyping, though the test has been carried much farther than is here shown, and nine or ten electros have been made from each other successively with only such loss in detail as would be discernible by close scrutiny and comparison. That this success must come to all progressive electrotypers we may be assured. And this means that the half-tone, which has cost so much time and worry to produce, can be preserved as a master matrix and electrotypes therefrom be electrotyped from in turn. The printer should instruct his customers that the "new cuts" they sometimes send in may be "new" with respect to the manufacture, but they are simply new plates from worn half-tones or worn electros. Don't wait until your pressman kicks about the cuts. Examine them before you take the job. But electrotypes from electrotypes from half-tones are here, the printer will be glad to see.

PHOTOENGRAVERS' CONVENTION.

Promptly at 10 A.M. on Tuesday, July 6, President Stiles intends to open the thirteenth annual convention of the International Association of Photoengravers at the Hotel Kaaterskill, Catskill Mountains. The convention will continue in session till Thursday if necessary. In addition to the regular business of such assemblages there will be these addresses by the following gentlemen: N. S. Amstutz, "Science and Money in Photoengraving"; John Clyde Oswald, editor the *American Printer*, "The Photoengraver and the Printer, from a Business Point of View"; W. T. G. Weymouth, president, Typo Mercantile Agency, "A New Draft System for Collecting Delinquent Accounts"; Arthur Fruwirth, "Focusing, Old and New"; Louis Edward Levy, "Photoengraving: A Retrospect and a Look Ahead"; Will Bradley, art director, *Collier's Weekly*, "Color and Design"; A. W. Rathbun, treasurer, Inland-Walton Engraving Company, "A Complete Cost-Keeping System." "Ample opportunity will be given for a full discussion of the remarks made by various speakers," says the program.

MORGAN BUYS CAXTON BOOKS.

Again the United States has scored on British book-buyers, and a number of Caxton's books that were offered at the sale of Lord Amherst's library have been purchased on behalf of Mr. James Pierpont Morgan. The price must have been a very high one to induce the auctioneers to withdraw the books from public sale.

Written for THE INLAND PRINTER.

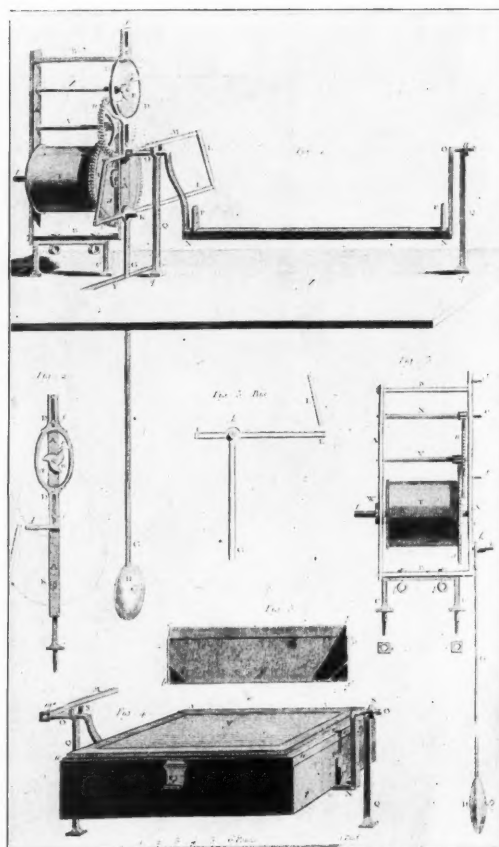
AN EIGHTEENTH CENTURY ETCHING MACHINE.

BY S. H. HORGAN.



ETCHING machines are being discussed at the present time everywhere engravings are made, the principle in all of them being to move the plate or etching fluid in a manner that will hasten the even etching of the plate. Methods of rocking the glass-covered vessel containing the etching fluid have been patented. It will be of interest to examine the reproduction from Diderot's Encyclopedia, published in 1767, showing there was an etching machine in practical use prior to that date, or 150 years ago.

The upper portion of the engraving shows a section of a table with the simple clockwork of the machine upon it.



ETCHING MACHINE OF 150 YEARS AGO.

The pendulum-rod goes through a slit in the table to the weight below. The latter, it can be seen, has a set-screw for fixing it at any portion of the rod so as to regulate the speed of the machine.

In the lower part of the engraving is shown the glass-covered etching box. A cross section of this box calls attention to the beveled corners on the inside of the box, much as we have them to-day. The other parts of the machine are shown in detail.

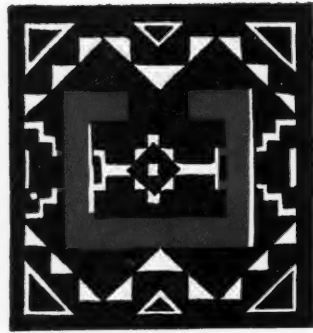
All of which proves once more that there is, after all, little new under the sun.



CENTAUR • CUTTING
MACHINE • COMPANY
NEW YORK • CHICAGO • OMAHA

FIGURE 1.

CHRISTMAS



CARLISLE

The Manhattan
Accident Policy
issued by United States
Casualty Company ***

Home Office 141 Broadway New York

EDSON S. LOTT, *President*
JOHN FARR, *Vice-President*
D. G. LUCKETT, *Secretary*
BENJAMIN F. TRACY, *Chairman Board of Trustees*
G. H. PRENTISS, *Treasurer*

MARTIN PIANOS

UNSURPASSED FOR CLEARNESS
BRILLIANCY AND BEAUTY OF TONE

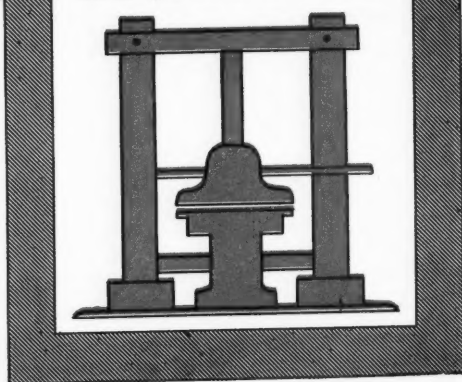


MARTIN & COMPANY
PITTSBURG

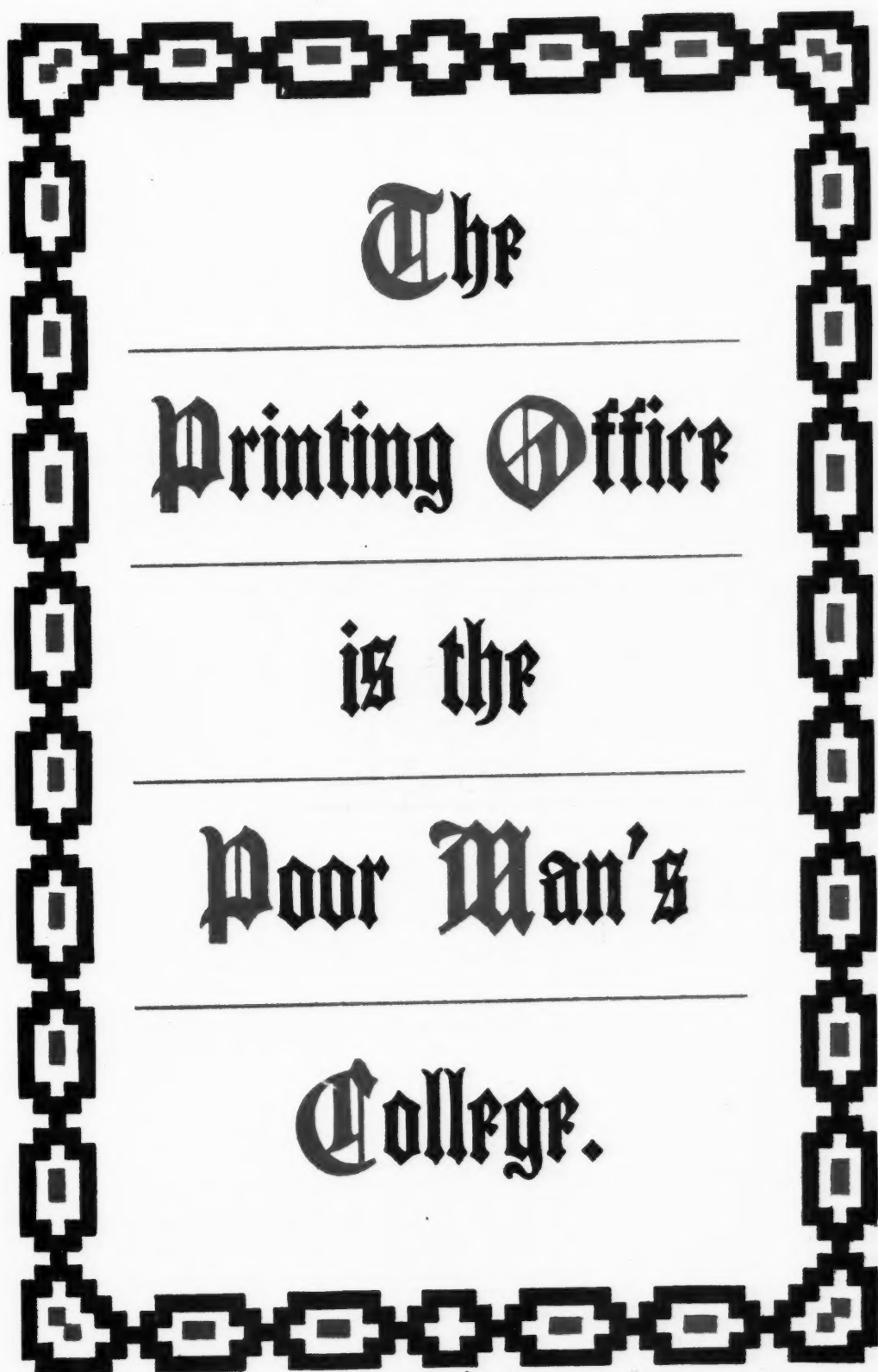
FIGURE 8.

A BOOK ON PRINTING

BY
CHARLES EATON SMITH
CHICAGO



THE EMPIRE PRESS
1907



The
Printing Office
is the
Poor Man's
College.

FIGURE 5.

A. M. JENKINS AUGUST R. MOORE

JENKINS & MOORE

Automobiles and Sundries

2680 North Avenue, PITTSBURG, PA.

We carry a complete line of high grade machines

A


*Edwin J
Blakely*

His Book

B

**Eighth Annual Concert of the
Chicago Musical Association**

Admission One Dollar



Handle Hall Monday Evening, January 20, 1908

C



D



Argus Printing Company

SPECIALISTS IN
RAILROAD
PRINTING

M. JONES PRESIDENT
B. J. SMITH SECRETARY
R. SMALL TREASURER

MILEAGE BOOKS; LOCAL AND COUPON TICKETS, STREET RAILROAD TICKETS
368 W. FILLMORE STREET BROOKLYN, N. Y.

E

FIGURE 6.

THE MERCHANTS
ASSOCIATION
OF PITTSBURG

YEAR BOOK
1908

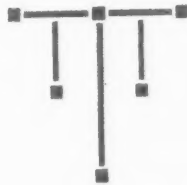


FIGURE 7.

Typographical Designs by I. T. U. Students and Others

Fig. 1. An interesting cover-page suggestion. Designed and lettered by C. S. Roray, a student of the I. T. U. Course in Printing.

Fig. 2. Two unusual and attractive page arrangements. The Carlisle specimen is the title-page of a menu, the initial being designed by the Native Indian Art Department and the job printed at the press of the Carlisle Indian School. The other page is by Wm. Biegert, a student of the I. T. U. Course in Printing.

Fig. 3. A neat and attractive page arranged from a sketch submitted by A. H. Farrow, a student of the I. T. U. Course in Printing.

Fig. 4. An unusual title-page arrangement. Designed and lettered by Earl E. Bronson, a student of the I. T. U. Course in Printing.

Fig. 5. This border was designed by an Indian, a student of the Native Indian Art Department of the Carlisle Indian School. Printed at the Carlisle Indian School.

Fig. 6. A — Business card design by F. W. Kiessling; B — Bookplate design by Wm. Springborn; C — Admission ticket by F. W. Kiessling; D — Monogram by M. Rotsaert; E — Sketch for business card by Glen Coleman.

Fig. 7. An effective design, using geometric decoration. By C. S. Roray, a student of the I. T. U. Course in Printing.

EDUCATION



PROCESS AND PRODUCT.

BY W. E. STEVENS.

A good many printers seem to think that speed is the prime requisite in printing, and with this one thought in view limit themselves to a study of material and methods. That this is necessary can hardly be questioned, but the essential of all essentials is the finished product. Users of printing are not interested in the process, but in the product, and unless the printer is able to produce pleasing work, his knowledge of material and methods is of no value to himself or his employer, except on cheap and inferior work — the class in which there is no profit. To illustrate: take the work of a "lightning" artist. His method of painting is wonderful; the quickness and accurateness of brush manipulation arouse your admiration; trees and clouds and meadows take form on the canvas almost as if by magic. Nevertheless, you would not buy one of these pictures and exhibit it as a work of art. The work itself is crude and unfinished, and, as Ruskin says, to a "man of eye and intellect," is of no value whatever except as a souvenir or a curiosity. The same is true of printing; no matter how familiar one may be with the materials with which he works, if he can not combine them into pleasing products his knowledge is of very little commercial value.

The American public is awakening to an appreciation of what constitutes artistic printing and, unfortunately, this awakening comes not from an effort on the part of the printer but from an outside influence — the commercial artists. The quality of their work has aroused the admiration of the public to such an extent that the printer is being gradually forced to a secondary position — well acquainted with the mechanical process of printing, but unable to produce what the public demands.

His position may be likened to that of a carpenter or a mason whose work is to give form and shape to the ideas of a high-salaried architect. Just so in printing: the commercial artists — high-salaried men — create ideas for the printer to execute.

Ernest A. Batchelder, in his book on "The Principles of Design," says that "it is the man behind the material and his grasp of fundamental principles that distinguishes good, tasteful work from mediocrity." The commercial artists are well acquainted with these fundamental principles, but their knowledge of printers' materials and processes is very vague. Consequently it stands to reason that were the printer to study the basic principles of design and combine this knowledge with his already acquired knowledge of material and methods, his work would be equally as pleasing to the customer and less costly to his employer than that of the artist, and, by the same token, more profitable to himself. In this way the process is shortened and cheapened without harming the product.

Employers are beginning to realize this, and the demand for printer-designers is constantly increasing. As a labor-saving proposition, this means dollars to them, and they are willing to pay the printer well for his additional knowl-

edge. Not only is it a money-making proposition all around, but the printer who studies design finds additional interest in his work. He can look upon his vocation as an art rather than a trade, and upon himself as a craftsman as well as an artisan.

The I. T. U. Course in Printing, so successfully launched by the International Typographical Union, is undoubtedly the most thorough and exhaustive treatise on printing that has ever before been gotten together, and printers who desire to become craftsmen can find no better way than by studying this course. Taking up both the process and product, the lessons are invaluable to printers as a means of acquiring a knowledge that will enable them to originate and design their work in an absolutely certain and thoroughly practical manner.

TEACHING BACKWARD CHILDREN TYPESETTING.

The education committee of the London County Council has gotten into conflict with the London Society of Compositors over a somewhat interesting question. According to the *Liverpool Post*, the council's committee some time ago selected the Saffron Hill School, Holborn, for a rather interesting experiment. This was the teaching of children who, though not weak-minded, were known as "backward." It was proposed to teach them not so much by book lessons as by manual instruction, and among the subjects in the curriculum was typesetting. It was found that the children acquired with comparative ease the knack of typesetting and distribution. Printing is the chief industry of the district, and the Compositors' Society at once took alarm. They sent a deputation to the committee to urge that the school was really producing printers and destroying apprenticeship to the business, and that generally the scheme was prejudicial to the printing trade. The committee were not impressed by the arguments put before them, and they have so far declined to interfere with the experiment that is being made. If the view of the Society of Compositors were accepted it would be impossible to train backward children in any trade whatever.

PRIZE-WINNERS AT BOSTON SCHOOL.

The School of Printing at the North Side Union at Boston gave prizes to the boys for the best synoptical report of the lectures delivered during the year. The judge was Thomas Todd, who awarded first and second prize to W. R. Bossardt and Ernest Bowler, respectively, for the most worthy reports on the series of lectures. The following were given prizes for writing the best essay on one of the lectures: J. Sherman Potter, W. R. Bossardt, F. W. Abbott, William C. Graf, Roy S. Gayton, Percy Ginsburg, Harry G. Doe, Graham Ross and William A. Keiley. Those receiving prizes for individual lectures follow: W. R. Bossardt, A. B. Lassiter, J. E. Finley, Graham Ross, Warren Goldsmith, William A. Keiley, John J. Healey and Albion W. Poole.

DIEING OUT LABELS BY BAND-SAW.

"That's right; they were cut out by a band-saw in a planing-mill," said a Washington printer member to a representative of the *Typothetae Bulletin*, while he exhibited a box label somewhat heart-shaped in effect. "This would have required a special die and cost a lot of money, so instead of going to that expense I sent my stock to a planing-mill and had it cut there, same as so much lumber. The pattern was adhered to exactly and the edges are smooth and neat. In every way the job is as satisfactory as if died out, and the expense was less than one dollar."

PROOFROOM



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

DIVIDING WORDS.—How much attention should proofreaders give to the division of words? Some of them are certainly too particular, and some are probably too careless. One fact seems especially worth noting, by way of emphasizing a possibility of decreasing the work done in changing divisions in type. Machine work has already made that work less than it used to be, because proofreaders have realized that too much changing must not be done, or else have had orders to that effect. But there is a wide range of words in which it makes little difference whether the division is made in one place or another. Such are the words that are pronounced differently by different people, so many using each pronunciation that neither can be called wrong. In these cases, and in numerous others where wrong division would not be misleading, it is not worth while to have two lines reset, and the proofreader may well refrain from marking a change. It would be very convenient to have some standard system of word-division established and generally understood, but even were that possible the full advantage would be secured only by having it understood and applied by the compositors. It would still remain advisable for proofreaders to study how little they could change rather than how much. As matters now stand, any system that one might formulate would be approved only by those who already preferred the same practice, and condemned by others. Some points that every one should know are not universally known. One instance will exemplify the main principle for many such cases. Often the word capable is printed with cap on one line and able on the next. But cap is the syllable only in words where the first sound is that of the word cap. Ca-pable is right, not cap-able.

COME OR COMES?—W. B., Chicago, writes: "Please tell me whether it is right to say, 'From Chicago comes reports,' or 'From Chicago come reports.'" *Answer.*—This is a question that every child of ordinarily intelligent parents should be able to answer properly even before beginning to study grammar. It is really a matter of such every-day distinction in speech that merely the customary hearing of the proper use of our simplest words should make it impossible for any child to misuse them. Yet it is a patent fact that many intelligent people do confuse their verbs in number. I knew once a proofreader who almost always so confused his verbs in speech, yet who almost never allowed them to go incorrect in print. Although his speech was so poor, he would never have asked this question, because he knew which is right. We presume it is the unusual order of the words that causes uncertainty. We can not imagine any doubt in any one's mind as to the correctness of "reports come from Chicago," or of the incorrectness of "reports comes from Chicago." The form inquired about is the same thing, even the identical words,

but in another and not unfamiliar order, and of course the same form of the verb is right. Whether we say reports come or come reports makes no difference in this respect; we would never say reports comes, and so of course we should not say comes reports. This inversion of the usual and even almost universal order of the words results from the desire to connect more closely the word reports with the subject of the reports, thus, as in the printed slips sent with the question, "come reports that the new science," etc. This order of words occasionally seems better, for the reason stated; but its use makes no difference in the grammatical relations, and is even the identical construction in its grammar.

REFERENCES.—R. M. L., Boston, Massachusetts, desired an immediate reply to the following question, sent to us early in May: "Will you please tell me what is the correct, up-to-date way of putting references? For example, Matt. 2:14, 15, or Matt. ii. 14, 15? Also, Jewish War, 5:13, 6, or Jewish War, 5.13.6?" *Answer.*—This correspondent was probably disappointed because no answer was received by mail, and again when the answer did not appear in the June number of the magazine. But we have published frequently a declaration that these letters will not be answered by mail, and it should not be difficult for any one to realize that an answer can not be printed until at least a full month after receipt of the question. Each month's issue must be complete for the press early in the preceding month, and this means, of course, that a letter received early in any month must await printed consideration until the second month thereafter. A letter received in May simply can not be answer earlier than the July number. There is no absolute up-to-date standard of form for references to books. Many people of many minds write them as they choose, and some of the many people imagine that their way is the only way. In Bible references the second form in the question is probably most frequently used, though probably the other is a close second. It is impossible to tell which, if either, really prevails. Neither is incorrect, and still another form is used in many Bibles, namely, Matt. 2. 14, 15. Names of books are now far more commonly printed in italic, without quotation-marks, but the good old-fashioned style of roman quoted is still often used, is strongly preferred by the editor of this department, and is certainly much more convenient for machine composition. An excellent scheme of reference forms for the parts of books is published in the front pages of the Century Dictionary, and another in the "Inland Printer Vest-pocket Manual of Printing." About as many variations as man can devise are current, and it would be difficult to select any for positive condemnation, though some are certainly clearer than others. Nevertheless, individual persons are entitled to individual preferences, and even to occasional public expression of them. This editor greatly dislikes the use—any use—of the period after Arabic numerals, and decidedly prefers the use of a period after Roman numerals that stand for ordinal numbers, in which function these numerals do stand wherever they are meant to be read first, second, etc. By the way, in references with the colon, as in the first Bible reference, Matt. 2 : 14, 15, the colon should be equidistant between the two figures, and not placed close to the first, as the mark is ordinarily placed in its other uses.

COMPETITION THE LIFE OF TRADE IF —.

Competition is the life of trade, provided it is restricted to quality and service. Competition in price lessens value and destroys integrity.—*Franklin Printer.*

TRADE NOTES



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

ORGANIZATIONS OF PRINTING AND ALLIED TRADES.

AMERICAN ENVELOPE MANUFACTURERS' ASSOCIATION.—President, Clement L. Clapp, the Sewell-Clapp Manufacturing Co., Chicago, Ill.; Vice-President, C. R. Scudder, the Samuel Cupples Envelope Co., St. Louis, Mo.; Secretary, J. A. Johnston, the Samuel Cupples Envelope Co., Chicago; Treasurer, Benjamin B. McFadden, the Commercial Envelope & Box Company, Binghamton, N. Y.

CHICAGO TRADE PRESS ASSOCIATION.—P. D. Francis, president, *The Furniture Journal*, 355 Dearborn street; Henry S. Bunting, vice-president, *The Novelty News*, 171 Washington street; R. A. Halley, secretary, *Fuel*, 1104 Fisher building; Fred D. Porter, treasurer, *National Builder*, 358 Dearborn street; A. H. McQuilkin, director, *The Inland Printer*, 120 Sherman street; J. Newton Nind, director, *The Furniture Journal*, 355 Dearborn street; C. W. Spofford, director, *The Dry Goods Reporter*, 203 Fifth avenue.

NATIONAL EDITORIAL ASSOCIATION OF THE UNITED STATES.—President, Will H. Mayes, *Bulletin*, Brownwood, Texas; First Vice-President, A. Nevin Pomeroy, *Franklin Repository*, Chambersburg, Pa.; Second Vice-President, R. E. Dowdell, *Advocate*, Artesian, S. D.; Third Vice-President, Frederick P. Hall, *Daily Journal*, Jamestown, N. Y.; Corresponding Secretary, Wm. F. Parrott, *Reporter*, Waterloo, Iowa; Recording Secretary, R. H. Walker, *Democrat*, Athens, Ala.; Treasurer, Will Curtis, *Star Courier*, Kewanee, Ill.; Poet Laureate, W. E. Pabor, *Florida Agriculturist*, Jacksonville, Fla.; Flag Custodian, C. F. Lehman, *Herald*, Hallettsville, Texas; Editor and Publisher of Official Paper, B. B. Herbert, *National Printer-Journalist*, Chicago, Ill.

FEDERATION OF TRADE PRESS ASSOCIATIONS.—President, David Williams, *Iron Age*, New York city; Vice-President, C. V. Anderson, *Root Newspaper Association*, St. Louis, Mo.; Secretary-Treasurer, John Clyde Oswald, *American Printer*, New York city.

UNITED TYPOTHETAE OF AMERICA.—President, E. Lawrence Fell, 513 Ludlow street, Philadelphia, Pa.; Vice-President, Wilson H. Lee, New Haven, Conn.; Treasurer, A. M. Glossbrenner, Indianapolis, Ind.; Acting Secretary, Franklin W. Heath, Bourse building, Philadelphia, Pa.

PRINTERS' LEAGUE OF AMERICA (New York Branch).—President, Charles Francis; Vice-President, J. William Walker; Recording Secretary, William H. Van Wart; Treasurer, B. Peele Willett; Corresponding Secretary, D. W. Gregory, Room 2, 75 Fifth avenue, New York city.

INTERNATIONAL ASSOCIATION OF PHOTOENGRAVERS.—President, H. C. C. Stiles, Maurice Joyce Engraving Company, Washington, D. C.; Vice-President, H. A. Gatchel, Gatchel & Manning, Philadelphia, Pa.; Secretary, Frank H. Clark, Eclipse Electrotpe & Engraving Co., Cleveland, Ohio; Treasurer, John C. Bragdon, John C. Bragdon Company, Pittsburg, Pa.

INTERNATIONAL PRINTING PRESSMEN'S AND ASSISTANTS' UNION.—President, George L. Berry, Rooms 702-705 Lyric Theater building, Cincinnati, Ohio; First Vice-President, Peter J. Dobbs, 1065 Bedford avenue, Brooklyn, N. Y.; Second Vice-President, M. H. Flannery, 14 Custom House court, Chicago, Ill.; Third Vice-President, Peter J. Breen, 76 Lafayette street, New York, N. Y.; Secretary-Treasurer, Patrick J. McMullen, Rooms 702-705 Lyric Theater building, Cincinnati, Ohio.

INTERNATIONAL BROTHERHOOD OF BOOKBINDERS.—President and General Organizer, Robert Glockling, 132 Nassau street, New York; First Vice-President, Joseph A. Prout, New York city; Second Vice-President, Miss Rose Kelleher, San Francisco, Cal.; Third Vice-President, Louis Stark, Washington, D. C.; Secretary-Treasurer, James W. Dougherty, 132 Nassau street, New York city; Statistician, Harry G. Kalb, 826 Division street, Indianapolis, Ind.

INTERNATIONAL PHOTOENGRAVERS' UNION OF NORTH AMERICA.—President, Matthew Woll, 6216 May street, Chicago, Ill.; First Vice-President, Andrew J. Gallagher, San Francisco, Cal.; Second Vice-President, Edward J. Shumaker, Pittsburg, Pa.; Third Vice-President, P. J. Brady, New York, N. Y.; Secretary-Treasurer, Louis A. Schwarz, Philadelphia, Pa.

INTERNATIONAL STEREOTYPERS' AND ELECTROTYPERS' UNION.—President, James J. Freel, 1839 Eighth-fifth street, Brooklyn, N. Y.; Vice-President, J. Fremont Frey, care *News*, Indianapolis, Ind.; Executive Board, the foregoing, and August D. Robrahn, Chicago, Ill.; M. J. Shea, Washington, D. C.; George W. Williams, Boston, Mass.

BROTHERHOOD OF WOOD ENGRAVERS No. 1.—President, William Blandan, 49 La Salle street, Chicago, Ill.; Vice-President, Paul Rau; Recording Secretary, Otto Kuhn; Financial Secretary, Fred Kemmerling; Treasurer, Al Feiss; Sergeant-at-Arms, Harry Stuart.

SHOW PRINTERS' ASSOCIATION.—President, Charles W. Jordan, Chicago, president of the Central Show Printing and Engraving Company; Vice-President, James Hennegan, Cincinnati; Treasurer, H. J. Anderson, Cincinnati; Secretary, Clarence E. Runey, Cincinnati.

NATIONAL PAPER TRADE ASSOCIATION.—President, W. F. McQuillen, Boston, Mass.; First Vice-President, E. U. Kimbark, Chicago; Second Vice-President, John Leslie, Minneapolis; Secretary, T. F. Smith, Louisville, Ky.; Treasurer, E. E. Wright, New York city.

EMPLOYING PRINTERS' ASSOCIATION OF NEW ORLEANS.—President, William Pfaff, of Searcy & Pfaff; Vice-President, Frank P. Hyatt; Secretary-Treasurer, Geo. M. Upton.

BEN FRANKLIN CLUB OF CHICAGO.—President, W. J. Hartman; Vice-President, Wm. A. Grant; Treasurer, Julius C. Kirchner; Secretary, F. L. Ellick, 1327 Monadnock block, Chicago, Ill.

FRANKLIN CLUB OF WISCONSIN.—President, George H. Owen; Vice-President, M. C. Rotier; Treasurer, P. H. Bamford; Secretary, Charles Gillett, 203-204 Montgomery building, Milwaukee, Wis.

EMPLOYING PRINTERS' ASSOCIATION OF TEXAS.—President, George M. Courts, Galveston; Treasurer, Robert Clarke, San Antonio; Secretary, Marvin D. Evans, Fort Worth.

WESTERN MASTER PRINTERS' ASSOCIATION.—President, Seneca C. Beach, of Mann & Beach, Portland, Ore.; Vice-President, J. M. Anderson, Sacramento, Cal.; Secretary, A. B. Howe, Pioneer Bindery and Printing Co., Tacoma, Wash.; Treasurer, L. Osborne, San Francisco, Cal.; Assistant Secretary, E. R. Reed, Portland, Ore.

ASSOCIATED BILLPOSTERS AND DISTRIBUTORS OF UNITED STATES AND CANADA.—President, George L. Chennell, Columbus, Ohio; Vice-President, Walter S. Burton, Richmond, Va.; Treasurer, Clarence U. Philley, St. Joseph, Mo.; Secretary, Charles Barnard, Suite 609, Rector building, Chicago, Ill.

FRANKLIN PRINTING TRADES ASSOCIATION OF SAN FRANCISCO (an advisory organization composed of employing printers, employees, paper dealers, typefounders, inkmakers, etc.).—President, Charles A. Murdock; vice-president, I. O. Upham; treasurer, Gratian Phillips; secretary, George B. Goodhue, 343 Front street, San Francisco, Cal.; executive committee, George F. Neal, John Kitchen, Jr., Frank Abbott.

REMOVAL OF BINGHAM PHILADELPHIA PLANT.—The Philadelphia plant of Bingham Brothers Company, roller manufacturers, established ten years ago, at 413 Commerce street, will be moved on or about September 1 next to larger quarters at 521 Cherry street.

TYPE FOUNDERS EXPAND AGAIN.—The American Type Founders Company has contracted for another extension of its plant at Jersey City, which will give thirty thousand additional square feet to its capacity. This is the third extension in a little over a year. Pruning prices evidently makes growth.

PRINTERS' AND STEREOTYPERS' CONVENTIONS.—This year delegates to the International Typographical Union and the International Stereotypers' Union will trek to the southland, the former to St. Joseph and the last mentioned to Kansas City, Missouri. Both gatherings will be held during the week of August 9-14, and promise to be well attended.

COMPOSITORS FOR FREE PAPER, ETC.—At the suggestion of President Lynch, hundreds of chapel meetings were held recently to discuss the effect of the tariff on the printing industry. This resulted in many memorials being sent to United States senators, protesting against news-print paper or wood-pulp being removed from the free list, as provided for in the Payne bill.

MINNEAPOLIS FRANKLINITES TO HOLD PICNIC.—The regular meeting of the Ben Franklin Club, of Minneapolis, Minnesota, was held on Tuesday evening, June 22. C. F. Slaughter, of the Byron & Willard Company, delivered an address and answered questions on "Salesmanship." It was announced that "the next big event will be the Printers' Picnic," details of which were given the assemblage.

NEW YORK MASTER PRINTERS HEAR TRITE QUESTION DISCUSSED.—"What is the Matter with the Printing Business?" was what J. Clyde Oswald, of the *American Printer*, answered at the June meeting of the Master Printers' Association. Mr. Oswald urged that printers should pay their bills promptly and exact like treatment from their customers, believing that a good reputation was better than a fat bank account. The association will have its annual outing and clambake on July 21.

CONSOLIDATION OF LITHOGRAPHIC PLANTS.—"Announcement has been made that the United States Lithograph Company, located at East Norwood, Ohio, has absorbed the Consolidated Lithograph Company, which controls the Donaldson Company, of Cincinnati, and Covington, Kentucky; the Courier Print, of Buffalo; the Erie Show Print, and the Metropolitan Lithograph Company. Outside the breastworks are the Strowbridge concern, the Miner Lithograph Company and the Ackerman-Quigley Company.

They may fall in line when it becomes necessary to do so." Thus saith the *Dramatic News*, of New York, and it expresses the opinion that the wigmakers, scenic artists and all others subsidiary to the theatrical profession will amalgamate in short order, implying that the actors' lot will not be made any happier.

RETIREMENT OF JOHN MACINTYRE.—The *U. T. A. Bulletin* announces the resignation of Secretary Macintyre in this perfunctory way: "John Macintyre, who for the past five years has been secretary to the executive committee, resigned his position on April 10, and is no longer connected with the United Typothetae of America. His resignation will be considered at the next meeting of the executive committee, in Detroit." Franklin W. Heath, who has been assistant secretary, is filling Mr. Macintyre's shoes as acting secretary.

REMARKABLE TRADE PUBLICATION.—For some years the Printers' Pension Corporation, of London, England, has received substantial assistance from a publication known as *Printers' Pie*, which is sold for a shilling (24 cents). It was founded by W. Hugh Spottiswoode, its present editor. It has steadily grown in popularity until it is said the whole of this year's edition of one hundred and fifty thousand was disposed of by the publisher on the day of publication. One book-selling firm—W. H. Smith & Sons—ordered seventy-seven thousand.

WEST VIRGINIA EXAMINING ITS PRINTING BILL.—The Charleston (W. Va.) *Mail* notes the organization of the commission appointed by Governor Glasscock to "revise the State printing laws and to investigate the advisability of the State establishing its own printing-plant." The commission adjourned pending an opinion from the attorney-general as to whether the State has authority to establish a printing-office. When that opinion is given, the commission will investigate the printing methods employed by other States, and go into the whole subject in an exhaustive manner.

NEW ORLEANS PRINTERS DINE.—Joseph P. Buckley, I. A. Strauss and E. P. Brandao constituted the committee that was responsible for the successful banquet of the employing printers, held at Old Hickory on June 3. Almost every employing printer was in attendance, and the menu was as bright as the association is lively. The illustrations depicted the pompous and well-groomed buyer, whose best word is "I can get it for less," and a far from prosperous looking mortal, "the P. P. P. P.," which, spelled out, means, "Poor puny, pitiful printer," whose constant refrain is "I'll do it for that figure, because —"

PRINTERS' RAMBLING CLUB.—The yearning for a "whiff of the country" manifests itself among some New York printers in the shape of a Printers' Rambling Club. A chief rambler is elected, who selects a route, which is at the end of a ferry ride, a railway jaunt, and a trolley trip—all commonplace, every-day affairs with New Yorkers. In the neighborhood of fifty go on these rambles through historic and picturesque places, round about New York, returning to the big city after a social hour at some popular wayside resort. The outing held on the afternoon and evening of June 8 was to Bonny Brae Inn at New Rochelle, and the ladies participated, it being known as "ladies' ramble."

UNIVERSITY JOURNALISM GETS SETBACK.—The *University Missourian*, the paper published by the school of journalism of the University of Missouri, was almost self-sustaining and getting along in the most approved fashion, securing advertising and subscriptions in the ordinary way.

Then came the legislators and put a crimp in the business enterprise of the high-brows. They attached a rider to the education bill providing that the State's money could not be used directly or indirectly in support of any university paper that prints paid advertising or takes paid subscriptions. In some quarters it is thought this legislation will kill the school of journalism. All of which shows that the professional newspaper men in the "show-me" State do not allow academic views on education to interfere with their material interest and have not lost their cunning as political manipulators.

THE SHOW WINDOW.—Window-dressing is little considered by the printer or by the dealer in printers' materials and machinery. Its advertising power is neglected, for it is seldom utilized. A. F. Wanner & Co., Chicago, dealers in printers' materials, are among those who know something of merchandising. They have recently put on the market an improvement in labor-saving furniture.



This furniture is light in color and light in weight. So they call it "brite-lite" furniture. They recently made a window display of this furniture, an illustration of which is shown herewith, and its novelty made talk among printers—and favorable talk is good advertising. If the printer or the dealer in printers' materials has a window suitable to make a display, it is good business to give thought to it and use its advertising power to the best advantage. Study to make it novel and attractive.

PRINTERS WANT LIQUOR LAWS OBEYED.—At Indianapolis, Indiana, there is a labor park, and among the shareholders in the enterprise is the local typographical union. It appears the management of the park has been in the habit of selling liquor in an illegal manner. To the surprise of many good people, the printers protested individually and collectively against the practice, the union threatening to sell its stock and withdraw from the park association if the illegal sale continued. Indianapolis is a "liberal town" in this respect, and the attitude of the union provoked considerable public discussion, which moved the *Indianapolis News* to commend its action as a good example for citizens at large to follow in regard to law enforcement, saying: "We ought to be as jealous for the good name of the city as the typographical union is for the good name of the park. The example set by the union is, therefore, one that we should all follow."

INTERNATIONAL TYPOGRAPHICAL UNION GETS DIPLOMA FOR ITS WHITE PLAGUE CAMPAIGN.—The International Typographical Union is in receipt of a diploma awarded to the Union Printers' Home by the International Congress on Tuberculosis. The diploma reads as follows: "The International Congress on Tuberculosis, Washington, United States of America, September 21 to October 12, 1908. This certifies that honorable mention by special award has been accorded to the Union Printers' Home,

Colorado Springs, for the exhibit of a sanatorium for curable cases of tuberculosis among the working classes." It is signed by Theodore Roosevelt and officials of the congress. The size of the diploma is 19½ by 14½ inches, beautifully engraved on parchment paper. It will be framed and hung in the office of the superintendent of the home, at Colorado Springs. Of the many Colorado sanatoria exhibiting at the congress, but one other besides the home was accorded honorable mention. The union's tuberculosis tent exhibit at the Seattle exposition covers four hundred square feet of floor space.—*Exchanges*.

CENTENARY OF PRINTING IN OLD NORTHWEST TERRITORY.—On June 8 the Detroit Museum of Art was the scene of a celebration of the hundredth anniversary of the introduction of printing in the then Northwest Territory. General Manager Stone, of the Associated Press, made the principal address, which was listened to by citizens of Detroit and editors and public men from many parts of Michigan. A century ago Father Gabriel Richard, a pioneer French priest, set up in Detroit the first printing-press in that section of the country. It was brought from Baltimore, Maryland, and was primarily intended for use in printing schoolbooks and religious publications. It enjoyed the distinction, however, of assisting in the production of the first newspaper published in the territory—the *Michigan Essay or Impartial Observer*—and continued in service down to some time in the forties.

TRADE-PAPER MEN AND SALES MANAGERS.—The Chicago Trade Press Association entertained members of the Chicago branch of the National Sales Managers' Association at a dinner on the evening of June 1. The line of thought developed was the best manner in which they could cooperate in achieving intelligent publicity. H. R. Clissold, of the *Bakers' Helper*; N. W. Tupper, of *Office Appliances*; F. J. Seldon, of the Rumford Baking Powder Company; E. W. Wray, of the Moneyweight Scale Company; N. H. Oliver, of the Robert Johns Company, were the principal speakers. There was the usual free discussion of the various papers and a general interchange of ideas by those in attendance. Unless some urgency demands it, there will be no further meeting until September. It is probable, however, that one earlier meeting will be held, as the fourth annual meeting of the Federation of Trade Press Associations will be held in New York on September 27 and 28, and a good attendance from the Chicago Association is especially desired.

ANOTHER EMPLOYERS' ASSOCIATION IN CHICAGO.—The Ben Franklin Club, with its 225 members, does not deal with labor problems; few of the score of printer members of the Typothetae employ union labor. This was the Chicago situation when the typographical union presented a scale involving a considerable increase over present rates. It had been adopted, with July 1 as date of enforcement, subject to conferences with employers. It is said the union officials were in something of a quandary as to how they should get the proposition before the employers in the most effective manner, and were seriously considering inviting them to a dollar dinner to discuss the scale. At this juncture the Master Typesetters' Association, composed of houses which do machine composition, issued a call for a meeting of all employers of union labor. About one hundred responded, and, after discussion, it was decided to organize under the name of Chicago Employing Printers' Association, and a committee was appointed to confer with a like committee from the union. About twenty-five years ago the Chicago newspaper publishers and the typographical union established a joint standing committee for the

settlement of disputes. That committee has continued ever since with slight variations in form, preventing many ruptures, and it is thought the Employers' Association has "started" something similar for the commercial-printing industry. At this writing, it is impossible to say what the result of the conferences will be.

ORGANIZING CUBAN PRINTERS.—In conformity with instructions of the last convention, President Lynch, of the International Typographical Union, sent A. B. Rodriguez to adjacent Latin-American islands for the purpose of unionizing the printers. Charters have been issued to Havana and Santiago de Cuba. A Havana correspondent of the *Typographical Journal* objects to this policy and alleges the Cubans are not sufficiently enlightened to be taken into the fold of an American union. He says union printers resident in Cuba protested against the move, but were, of course, overruled, and compelled to be unwilling parties to a scheme whereby a charter is entrusted to inexperienced men with weird notions of unionism. Besides the Cuban unions, the International Typographical Union has subordinate organizations in Hawaii, the Philippine Islands, Porto Rico, Demarara (British Guiana), Barbados and Jamaica, but most likely the majority, if not all, of these are composed of English-speaking printers, which makes a difference in the eyes of the protesting correspondent aforesaid.

A LARGE MAJORITY AND ITS CAUSE.—Press clippings told that the election in New York Typographical Union, No. 6, resulted in a victory for President Tole, he receiving 3,900 of the 5,093 cast, with two opponents of some popularity and known ability in the field. The outsider was at a loss to account for this unusual majority, but it was made plain when reports read at the May meeting became public property. It is said Mr. Tole announced that twenty offices had been unionized and sixteen publishers induced to withdraw their work from nonunion and place it with union concerns. The Butterick fight was reported to have been given several new angles during the year. Efforts are being made to interest women and women's organizations in the campaign. Though this is admitted to be a long and expensive road to travel, results where the scheme is in operation are held to justify the expenditure of money and energy. During the year arrangements were made for carrying this war into foreign countries, and it was reported that the powerful labor press of Germany and France was giving effective assistance.

TAFT ECONOMY AND THE PRINTERS.—The composing and pressroom forces of the Government Printing Office at Washington have been hard hit by the retrenchment policy inaugurated by President Taft. Several hundred of these employees have been let out on indefinite furloughs, which are said to be practically equivalent to dismissal, though their names are still carried on the roll, entitling them to the accruing two and a half days' monthly leave of absence to July 1. A small number suffered discharge outright, and of the furloughed ones a few have resigned and left the city for new fields of endeavor. Public Printer Donnelly, evidently realizing the uncertain and fluctuating state of the printing trade in general, adopted the policy of reinstating in turn for one week only a portion of the furloughed men. The remainder of the retained force continues to be furloughed six days without pay each month, as has been the rule since last March. So far the slump has affected only the branches mentioned, and it is expected the shop will resume its accustomed activity about July 1, when the departmental printing appropriations for the

ensuing fiscal year become available, according to a statement accredited to Mr. Donnelly by the *Washington Herald*.

ENVELOPE-MAKERS ORGANIZE.—The baby of the galaxy of allied trade organizations is the American Envelope Manufacturers' Association. It was born at a meeting held at the Grand Pacific Hotel, Chicago, on the evening of May 27, at which more than twenty houses were represented. The following officers were elected: President, Clement L. Clapp, the Sewell-Clapp Manufacturing Company, Chicago; vice-president, C. R. Scudder, the Samuel Cupples Envelope Company, St. Louis; secretary, J. A. Johnston, the Samuel Cupples Envelope Company, Chicago; treasurer, Benjamin B. McFadden, the Commercial Envelope & Box Company, Binghamton, New York. Executive committee: F. H. Hesse, Hesse Envelope & Litho Company, St. Louis, Missouri; C. C. Davis, Centralia Envelope Company, Centralia, Illinois; George Seelman, Milwaukee Envelope Company, Milwaukee, Wisconsin, and the president and the secretary. The association's purpose is to advance the interest of the trade, and at present special attention will be devoted to systematizing and making effective the campaign against the Postoffice Department's policy of furnishing printed envelopes.

EIGHT-HOUR FIGHT POSSIBLE IN GREAT BRITAIN.—The printing and allied trades unions of Great Britain have been holding conferences for the purpose of facilitating the introduction of an eight-hour workday or a forty-eight hour working week. In a number of establishments the reform is in operation and employers working more than that number of hours are to be asked to make the reduction. The question was discussed in executive session by the Master Printers' Federation, and it is an open secret that it was decided to oppose any further reduction in the hours of labor. At this writing it is not known whether or not the unions contemplate enforcing the demand with a strike. One of the principal reasons urged in support of the demand is that unemployment has become so serious an evil it must be checked. The two largest unions spent \$165,000 in out-of-work benefits last year, and it is thought a reduction of hours would work considerable relief in that respect. In such circumstances an open rupture is not improbable, though it is thought the employers will meet the men's representatives in conference; if so, it is almost certain the question will be settled amicably.

PROSPEROUS SPRING FOR GOTHAM "JOURS."—Charles M. Maxwell, secretary of New York Typographical Union, is quoted by the *Brooklyn Times* as saying that during the months of April and May, 1909, the union printers of New York earned more than they did in October and November of 1908, two months which are considered unusually good. Mr. Maxwell, who has the dues for old-age pensions—which are paid on a percentage of earnings—to guide him, says the excess for the spring months was \$33,568. Commenting on this showing, the *Brooklyn Eagle* says: "If the average for the next three months shows the same improvement over last summer, the compositors at least will have no cause for complaint." Within ten days after the publication of these figures and comment, the *New York Tribune* quotes Secretary Smith, of the local Typothetæ, as saying "there is a surplus of labor at present." Such reports have been characteristic of New York at various periods—the union reporting all members employed and the Typothetæ a surplus of labor. If both reports are true, it would be interesting to know the cause. If there be misrepresentation, the reason therefor would be almost as interesting.

TOM BROWN FOR KANSAS STATE PRINTER.

In all the glory of a four-deck "spread" head, the *Topeka Daily Capital* announced the candidacy of T. B. ("Tom" to his friends from coast to coast) Brown as candidate for State Printer. He is now and has been for many years foreman of the office.

The present State Printer—T. A. McNeal—is a candidate for Congress, which leaves an opening Mr. Brown is naturally ambitious to fill. He is not unknown to our readers, having frequently contributed to these pages, and a taste of his progressiveness is shown in the fact that seventeen or so years ago he was writing urging the ascertainment of costs on the part of employers and the estab-



T. B. BROWN.

lishment of an insurance scheme by the unions. These questions are now burning ones in their respective spheres. Though a Republican, Mr. Brown is not an active politician, but his friends think his long connection with State printing and his known pride in his craft will offset his lack of activity in practical politics. In his "foreword" to the electors, Mr. Brown says:

"At the suggestion and on the advice of my friends and with what I believe to be a justifiable ambition on my part, I intend to be a candidate for the office of State Printer on the Republican ticket at the primary election of 1910. I am a practical, all-around printer. I have followed the trade for nearly forty years, beginning in a country office. During the first fifteen years I worked through every position in the country shop, the weekly newspaper and the country daily. Then I went to the city shops and in the latter eighties began working in the old Kansas Publishing House in Topeka, where State printing was done along with general commercial and railroad work. Entering that plant as a journeyman, I succeeded later to the foremanship, which I held under several State Printers, until the State assumed ownership and control; I am holding the same position now in the State plant under T. A. McNeal.

"The State of Kansas now owns and operates a printing-plant, modernly equipped, valued at about \$100,000,

employing an average of sixty skilled people, and producing approximately, at market value, \$200,000 worth of printing each biennium. It is, in fact, a manufacturing plant. The experiment ventured four years ago has proved the wisdom of its advocates, and at the close of the fourth year (June 30, 1909) it will actually have saved to the taxpayers a sum equal to the investment. This excellent showing for State ownership is not because 'robbery' and extortionate prices prevailed under the old system, but because the old system was a private monopoly (created by law in 1876) that gave State printers an exclusive market and good prices. The Legislature of 1905 destroyed that monopoly by repealing the old law and enacting a new law whereby the State now does its own printing in its own building free of rent and taxes, gets all the fats, and saves the difference between cost and selling price.

"Under the present law the State Printer is a salaried manager for the State; it is a practical printer's job, and the continued success of this experiment in State ownership, so well begun, depends upon sound, practical business management along lines that govern like printing establishments in private hands, namely, maximum product of standard quality at lowest reasonable cost, without waste, and alertness to keep the plant always in good physical condition.

"Long association with the general printing trade and particularly with Kansas public printing, close relations with several State Printers and uniformly pleasant and satisfactory service to past and present State officials and all patrons of the office, I believe warrant the claim that experience and training specially qualifies me to fill the office of State Printer and give the State practical, economic service, and further improve the service. I have helped to make the plant successful and do not hesitate to refer to officials for whom and with whom I have worked. I never held public office, and never before sought such distinction."

PROGRAM OF TYPOTHETAE CONVENTION.

The twenty-third annual convention of the United Typothetæ will be held at Hotel Cadillac, Detroit, Michigan, on July 13-17. In conjunction with the national officials, the reception and executive committee — composed of all members of the Detroit Typothetæ — under the chairmanship of Edward A. Hines, has prepared the following program:

Tuesday, July 13, Afternoon — Two o'clock, meeting of executive committee; filing of credentials with credentials committee.

Tuesday Evening — Informal reception and smoker in the hotel parlors. (The Detroit Typothetæ will have a man at the hotel headquarters who will be pleased to furnish information to delegates and visitors concerning points of interest in and around Detroit, directions for reaching various points, and, in fact, any general or special information which may be required for the convenience of our guests.)

Wednesday, July 14, Morning — Formal opening of the convention in the convention hall at the Hotel Cadillac, at 10 o'clock; short address of welcome by Mayor Breitmeyer, of Detroit; also a short talk by John Trix, president Employers' Association of Detroit.

Wednesday Afternoon — Three o'clock, special order, secretaries' meetings, with reports. Automobile ride for the ladies of the convention, through the park system and various places of interest in and about Detroit. Automobiles will start from Hotel Cadillac at the boulevard entrance at 2 o'clock, weather permitting.

Wednesday Evening — Eight o'clock, lecture on cost of production, with lantern slides, to which all printers are invited.

Thursday, July 16, Morning — 9:30, executive session, only delegates admitted; 11, regular session, open to alternates and visitors.

Thursday Afternoon — Session of the convention.

Friday, July 16, Morning — 9:30 o'clock, last session, election of officers, etc.

Friday Afternoon — A water trip on the steamer Pleasure to the Flats, the Venice of America, and down the Detroit river to "Bob-Lo"; boat leaves foot of Woodward avenue at 1:30 for a trip up through the Detroit river, Lake St. Clair, the ship canal and the Flats — a ride that is a little different from any other boat trip in America. Dinner will be served at "Bob-Lo" at 6:30 o'clock. Tickets, including boat ride and dinner, will be on sale at the headquarters of the convention in the Cadillac Hotel, at \$2.25 each. Music and dancing on board the boat.

Charles F. Bachus (chairman), William B. Gregory and A. A. Mann constitute the committee in charge of the automobile ride; the boat ride to the Flats will be under the direction of Charles Bornman (chairman), Robert Williamson and Thomas P. Henry. Robert W. Hamilton, 107-109 Woodward avenue is chairman of the hotel committee, and should be addressed regarding reservations.

PRINTERS' NATIONAL BASEBALL TOURNAMENT.

The Printers' National Baseball League, which will hold its second inter-city meet in Chicago on August 14, 15, 16 and 17, owes its origin to the indomitable persistence of the baseball fans of New York city. Looked at from all viewpoints — the money spent and mileage traveled — it is perhaps the most ambitious effort in amateur baseball. The league comprises teams from Boston, New York, Philadelphia, Washington, Pittsburg, Cincinnati, St. Louis and Chicago. The tournament held in New York in September, 1908, was the result of wide correspondence on the part of the eastern enthusiasts, who, after years of determined work, succeeded in arousing a strong spirit of rivalry that is not at all unlikely to continue for some time to come.

New York and Boston held match games in 1906, when the Boston Globe club visited New York and contested with the New York American club for the silver water service presented by John A. Gray. The trophy became the property of the New York club. The next year John L. Taylor, of the Boston Globe, and part owner of the Boston American League club, presented a loving cup to the winning club in a return game played at the Hub. New York carried off the honors, and the Taylor cup was added to the Knickerbocker collection of prizes.

Interest now became general, and Harry B. Wood, of New York, conceived and began preparations for the inauguration of an inter-city league comprising eastern and western teams, the result of which was the tournament held in September last year, participated in by the clubs mentioned above.

The National Printers' Baseball League became a fixture as the result of the tournament, a national commission was organized and Harry B. Wood, of New York, was elected president, J. M. Modispacher, of Pittsburg, vice-president, and John M. McGowan, of Chicago, secretary and treasurer. The commission is composed of C. C. Boyer, Philadelphia; W. A. Finlay, Cincinnati; E. W. Sweeney, New York; L. E. Thomas, Pittsburg; E. Springmeyer, St. Louis; J. H. Fairclough, Boston; J. P. Oschger, Chicago, and Frank S. Lerch, Washington.

The interest in the tournaments is centered in the contest for the Herrmann trophy. August Herrmann, the donor of the trophy, is a member of Cincinnati Typographical Union, No. 3, owns the Cincinnati National League Baseball Club; is president of the National Commission of Baseball Clubs, which body acts in the capacity of a supreme court in reviewing and deciding disputed matters in organized baseball; is honorary president of the Printers' National Baseball Commission, and, two years ago, was president of the American Bowling Congress, held in Cincinnati.

Mr. Herrmann became interested in the printers' New York baseball tournament and expressed his belief that contests of that character tended for the good of the great national game. His services in behalf of good, clean sport have a national recognition, and the presentation of the trophy displayed a generosity that is characteristic and evidenced his interest in the organization from a sportsmanlike as well as a fraternal nature.

The trophy is a model of artistic design and an exquisite specimen of workmanship in construction. It stands about two feet high, and consists of two ebony bats crossed at the bottom, with a silver ball resting between the upper ends. The words "International Typographical Union" stand out prominently in raised letters on the center of the sphere. The ball properly rests on a pedestal of silver, which is supported by a base consisting of ebony and silver. The architecture as a whole is a symmetrically arranged collection of baseball paraphernalia that is pleasing to the eye and an incentive to the clubs to put up the best game in the effort to carry away the trophy as a reward for good playing. The trophy is contested for yearly and is the prize that is most sought for and the winning of which is an annual credit to the superior club. In addition to the Herrmann trophy, the Lanston Monotype Company last year presented the printers' league with a loving cup that became the permanent possession of the champion club. This cup was also won by the Boston team.

It is expected the plan to have the Chicago tournament take place in August immediately following the typographical union convention at St. Joseph, Missouri, will be an inducement to a large number of convention attendants to visit Chicago on the return trip. The White Sox park has been engaged for the games, the well-known generosity of Charles Comiskey (the "Old Roman") and his particular affection for the printing fraternity being largely instrumental in securing this concession.

The Chicago tournament will be under the management of the Chicago Typo Athletic Association, the local auxiliary to the national organization. Seven games will be necessary to decide the championship for the coming year, and it is expected the four days of the tournament will be a renewal of old friendships, forming new ones and a general jollification of printerdom.

The visitors will put up at the Auditorium and the local association has prepared a program of amusement that includes an auto ride, a boat trip, a banquet and other diversions. It is estimated that the entertainment will cost between \$4,000 and \$5,000, and the fans at the Printers' Club chuckle gleefully as they tell inquirers they have the "mazuma" all ready to tap when the foreign fans and their ladies arrive.

PUNCH'S SUMMER JOKE.

Bathing-dresses, we are told, are now being made from blotting-paper. The advantage of such costumes consists, we understand, in the fact that, as soon as you get out of your depth, the blotting-paper sucks up the water.—*Punch*.

WISCONSIN FRANKLINITES DINE AND TALK COST, ORGANIZATION AND TROUBLE.

The Franklin Club, of Wisconsin, held its annual dinner on Wednesday, June 2, at the Hotel Gilpatrick, Milwaukee. An excellent menu was discussed by a goodly company, including, among the out-of-towners, Frank H. Miller and Will M. Foster, of Racine, and Daniel Boyle, of the H. O. Shepard Company, Chicago. George H. Owen, the retiring president, was in his element as toastmaster. Under his guiding hand several oratorical ventures put out to sea. George W. Bollow spoke about "Good Fellowship," Martin C. Rotier on "Cost System and Bed Rock," Benjamin Kortmeyer distributed "Chestnuts," while Bernard Cannon had this to say on "Organization":

"Organization is the light-house whose rays warn our industries of danger and prevent their being shattered on the rocks and reefs of competition. Many of us, perhaps all of us, have been apprehensive of the storm and disaster approaching as year after year we kept our barges afloat, unable to reach a secure harbor. Some of our barges looked attractive, for we devoted much care in keeping them decorated prettily, but we knew the wood below the water line was being eaten away by the worms of competition—large worms, small worms, worms with hard heads, worms with soft heads, some with brains, some without brains, some with pins, others with gimlets and augers and hammers and hatchets; some with sledges, axes, and some with trip-hammers and others with ramming-posts—all hammering away at the hull of our boat.

"On our cruise we have seen many of the worms brushed away and destroyed by the shark and we were elated at the disaster, for some of these worms had punctured us. We should have been depressed for the loss of a comrade. But we were not lonesome, for we soon had two to take the place of the lost one.

"We are all fishermen, and what a variety we have angled for—from the minnow to the whale. Most of us started out searching for minnows and improved our equipment for larger species. There has been very little consideration among us, as fishermen, for the success of one another. In fact, we were a selfish and foolish crowd. When one of our number found a good school of whitefish he was immediately surrounded, and if his rivals were not successful, they deliberately dynamited the fish and killed them off. These tactics were repeated so often that the whitefish have become almost extinct and in their place the carp are multiplying and flourishing and we have all been eating carp. There is said to be a method to treat carp to make them palatable, but it is necessary that we all use the same solution, which will insure success.

"Let us invite and welcome all men following our line of business to work in harmony with us for their welfare as well as our own. We have our money and time invested in an industry which is seventh in importance among the industries of this country, and it is our own fault that we have a low rating at the bank. With organization, coöperation, confidence and hustle, every man here can cut ice to keep him from decaying in his old age, and maintain himself and his family in a creditable manner while traveling through life."

Charles Gillette satirized local printerdom under the caption of "Dope," while "The Law of Suggestion" was a subject that gave F. A. S. Price an opportunity to make an excellent address which is crowded out of this issue, but may appear at a later date. The last name on the program was that of R. Haessler, but he was called on as the first speaker, and, being in happy mood, told of "Troubles," in rhyme, thusly:

All troubles come easy on this mundane sphere,
 And surely in bunches to many appear
 Who will borrow trouble, for that is no trick,
 And troubles will crowd them until they are sick.
 Still, you may all snicker and you may all sneer,
 And you may all chuckle with confident leer,
 But long-time experience brings to my mind
 Whole carloads of troubles of varying kind.
 I'll tell them to you (no policeman is near),
 For you might, in festive mood all gathered here,
 Remember perhaps what I'm going to say,
 And maybe you'll treat in a kindlier way
 The meek man in your shop who figures the price,
 Whose feelings, I know, do not cut any ice
 With many a boss who is otherwise sane,
 And heartburnings many he's sure to attain.

He figures a job, and the figures are fair;
 He estimates costs to a very fine hair;
 He adds a small profit, for that is but right;
 The price he submits is away out of sight.
 And now is the time when the troubles begin;
 The boss will be ugly; he swears, it's a sin;
 He grumbles and mopes or is cranky and sour;
 He barks at the innocent help by the hour.

The boss tells the price-man his figures are bad,
 So high that we'll lose any show we have had;
 We can't get a job if he'll thusly persist,
 And trade that we have now will vanish like mist.
 The boss says we ought to come down quite a peg,
 For we must get work if it does cost a leg;
 Without work we surely will soon close the shop;
 Of troubles we'll reap a magnificent crop.
 Now, if we do get a big job at low price,
 Regardless of costs, it is not very nice;
 We'll skimp on the quality, cut on the stock,
 We'll crowd the poor workmen, it gives them a shock;
 And finally when each one did what he should
 And hustled the Jonah as much as he could,
 The thanks he has coming are frightfully small,
 If thanks he expected for this job at all.

But punk is the glory in doing work cheap;
 Of this kind of work to be doing a heap
 Is equal to suicide, that is no dream.
 The sheriff will come with his eyes all agleam
 Attaching the property, closing the shop,
 So no more good money by printing we'll drop;
 Salvation he brings us; we hail him with glee —
 Our troubles will go with the sheriff, you see.

CHICAGO UNION PRINTERS' CLUB.

Chicago has had printers' clubs that were not clubs in a social sense and did not reflect credit on the craft whose name they bore, with more or less — generally less — right. This was not relished by the majority of printers and there were efforts to establish some institution that would meet the desire for social intercourse and have an elevating tendency, or at least be free from deteriorating influences.

Among those strongly imbued with this idea was William A. Klinger and Joseph Larson, who made it their business to crystallize the sentiment. The success of the printers' clubs at Detroit and at Cleveland inspired them to go to considerable trouble in ascertaining where suitable rooms could be secured and the probable expense of maintaining a club that would attract congenial spirits. Invitations were sent to a number who were likely prospects to attend a meeting in the proofroom of one of the daily newspaper offices on a December Sunday afternoon. Pledges being secured from twenty-odd, a committee was appointed and the work for organizing proceeded systematically. The initiation fee was placed at \$25 (raised to \$30 since the charter has been secured), and it was decided to start modestly and build up to the aspirations of those clubites who have visions of a large reading-room and library, gymnasium, natatorium and bowling alleys.

The club formally organized on January 4 and secured an option on a suite of three rooms at \$120 a month in the

Howland block, Dearborn and Monroe streets, about the center of Chicago's "loop district," in which are located a great majority of the printing-offices. So one month after the first meeting the club was organized and arrangements made for renovating and furnishing the only available room of the suite. One pool and two billiard tables — new and among the most serviceable on the market — and their accessories were the principal features. Tables and chairs filled the remaining space, and the facilities for cards, chess and similar games were ample to meet the demand. From the opening on January 30 the success of the club seemed assured. On March 15 it secured possession of the remaining two rooms, which were fitted up for buffet and reading purposes. In the former, light lunches and refreshments are served and in the last mentioned there are the current magazines, while Librarian Horn is gradually getting together a collection of books that it is hoped will be the nucleus of a substantial library. The alterations and furnishing of the suite involved an outlay of about \$4,000, and four months after opening Secretary-Treasurer Coughlin says the club can meet all outstanding bills and have a surplus. "Indeed," said he, "we've been astonishing our creditors by taking up two and three notes when we were obligated to lift but one. We want to get affairs on a normal basis as quickly as possible, so that we may be figuring on what we can do in our real home when this two-year lease expires." Membership is restricted to Chicagoans in good standing with the International Typographical Union, and there are 148 on the club's rolls. The amount received by the treasurer for all purposes to June 15 was \$6,200.

Needless to say, the club is never closed, its busiest hours being from 1 to 5 A.M., when the morning newspaper men "knock off." There is a force of three attendants — colored, if you please — under the direction of a house committee. All managerial affairs are left to the board of directors, which has had immediate charge of the work done so far.

The officers of the club are: William A. Klinger, president; William H. Bowne, vice-president; Joseph C. Larson, recording secretary; James D. Coughlin, secretary-treasurer. The board of directors is composed of the foregoing officials and these members: George J. Knott, R. L. C. Brown, John C. Harding, John Canty, "Gus" Bilger, C. A. Mueller and W. B. Prescott.

Members are governed by the following house rules, which are rigidly enforced:

No member of the club will be allowed to use the name of this club in advertising, ticket-selling, raffles, etc.

Persons not members of the club may visit clubrooms only in company of a member of this club as his guest. Under no circumstances shall guests pay for refreshments or any other privilege of this club.

A visitors' card may be issued by the president to persons visiting the city, at the request of a member. Such card, however, to stipulate the length of time it shall be valid. The person recommending the issuance of such card will be held responsible.

Any person eligible to active membership shall not be a guest of this club oftener than twice a year.

All business of the club must be transacted by coupons. Same must bear signature of president and recording secretary.

No profane, obscene, or vulgar language shall be used in the clubrooms. No scuffling, wrestling, boxing or boisterous conduct shall be permitted in the clubrooms.

No person who is intoxicated shall be admitted to the clubrooms, and no person be allowed to become intoxicated in the clubrooms.

No member of the club shall take from the clubrooms any article, book, paper, or magazine, nor mark, deface or damage same. Any article so removed or damaged shall be paid for or replaced by such offending member.

No playing for stakes or any form of gambling shall be permitted in the clubrooms.

No person not a member of the club shall be admitted to clubrooms during meetings.

The house committee or any member thereof shall have power to eject any member for conduct unbecoming a gentleman.

Women shall not be admitted to the clubrooms except when specified by the board of directors or the club.

Members are respectfully requested to assist the officers of the club to carry out these rules and regulations.

TO CURTAIL BUSINESS DEATH RATE.

With the declaration that "the death rate in business is too high," Editor Allen, of *Domestic Engineering*, wants to know why means should not be taken to curtail an abnormal number of business failures just as is done with an unusually high death rate. He then gives a striking instance of how this great business death rate is still more strikingly emphasized by one who knows what profit is and knows he needs it in his business. Here is Mr. Allen's story:

"Tulsa, Oklahoma, is a new and thriving city in the Middle West. The Tulsa Plumbing & Cornice Company is engaged in local contracting business and is owned by Ira Isenberger. Ira is wise to the business world, and when a prospective customer asks for a lower price than that quoted, Ira points to his 'Trade Memorial' and intimates that he does not wish his name added to the roll just yet. The 'Memorial' is a canvas sign, 42 by 72 inches, hung on his office wall, and contains the names of his competitors who have gone out of business within the last five years. It reads like this:

This Tablet

is erected in Memory of our
dear departed Competitors.

THE CAUSE.

Their expenses were more than
their incomes.

National Plumbing Co.
N. A. Baker.
Fellows Brothers.
Harrison & Son.
Hale & Reynolds.
Hubbard & Johnson.
Tulsa Hardware Co.
H. Gibson & Co.
A. Douglass Plumbing Co.
Charles Holloway.
Birdsde & Bailey.
J. Z. Smith.
R. R. Neilson.
Eureka Plumbing Co.
Joyce & McCain.

"It is not intended to attach opprobrium to these names, for, more than most men, am I sorry they are not still profitably engaged in business in Tulsa. But their names are used to point a moral. We do not know whether any of these firms failed in business, or whether they 'folded their tents like the Arabs and silently stole away,' but it is safe to say that the failure of each one of this list to stay in business means a certain definite loss of material wealth to some one, and therefore to the entire community. This loss is as real as it would

have been if caused by physical death, and it is much easier prevented.

"There are probably not more than five plumbing and heating contracting firms in Tulsa, yet there have been fifteen business deaths in the trade there in five years. If ten physical deaths per thousand per year (one per cent) is an epidemic, three business deaths out of five (sixty per cent) is a deadly pestilence.

"I have said it can be prevented. Let me carry my parallel a little farther. Health departments carry on their wars against preventable disease by isolating and quarantining the infected patient and educating the public as to the medical beliefs as to causes of disease; and epidemics are controlled in spite of the fact that much quarantining is inefficient and many medical beliefs erroneous.

"Business deaths may be much lessened by having the associations in our correlated trades assume the functions of business health departments in their lines, and by an easily

devised system of quarantine isolate the price-cutter as a danger to the business community and make it impossible for him to buy goods until he recovers his senses. We stand for shotgun quarantine in the case of yellow fever, but the deadly price-cutter is uncontrolled until he reaches the inevitable end, when he passes through a company of bag-holding mourners into some other community, where his pestiferous practices will be repeated to the danger of the trade there.

"Let us have some sensible scheme of control. The big and brainy manufacturers and wholesale dealers are certainly able to protect their well-intentioned and honest retail customers, and themselves by so doing, and no government on earth will consider you guilty of conspiracy in restraint of trade, when your sole object is to prevent fraud and extirpate business imbeciles.

"I commend this thought to the leaders of associated effort in the lines of business represented by *Domestic Engineering*, confident that they will find it a fruitful field for consideration. From them — and the associated banner bearers of our business world — their followers expect helpful advice and suggestions, and any plan which will limit the dreadful ravages of competitionitis in business ranks will be sincerely welcomed.

QUAINT RULES OF A SEVENTEENTH CENTURY OFFICE.

In the British Museum there is a mass of scraps of printed matter, filling thirty-odd folio volumes, which John Bagford, a printer of the seventeenth century, intended to use in his elaborate "History of Printing." Like many other excellent things, the history was never written. The material is in such a chaotic state it would tax the patience of a Job to use it as a reference, but now and again some one rescues an interesting tid-bit and the *British and Colonial Printer and Stationer* has unearthed some office rules that throw a light on practices of early printers. They are supposed to have been in vogue in the office of J. Orme, of London, about 1680-90, and are as follows:

ORDERS

TO BE OBSERVED IN THIS PRINTING HOUSE.

First, Every Member of this *House* forfeits for

- I. Going out of the House, and leaving his candle burning, Fourpence.
- II. Breaking the windows within a year after they are made, Fourpence.
- III. Fighting in Printing-house, Sixpence.
- IV. Playing at any game in Printing-house, Sixpence.

Secondly, every Member of the *Composing-Room* forfeits for

- I. Mis-matching the cases either in frames or elsewhere, Twopence.
- II. Letting any Case, or part of Case, hang out of the Case-frame, Twopence.
- III. Leaving any two-lined Letters, Braces, rules, etc., in any Cases, Windows, Gallies, or upon Boards, etc., after using, Twopence.
- IV. Leaving any Distribution-notes, Hebrew, Greek, or any other Distribution-matter, Corrections, or Pye, in either Gallies, Cases, Window, or any other place, longer than two days at farthest, Fourpence.

V. Not tying up all Letter (by him used) within one week after using, or tying up two-lined Letters, White

Lines, and Letters of different bodies, or Faces, up together, Twopence.

VI. Not Distributing all Titles, and Title-pages within a week's time after they be out of Chases, except order to the contrary, Twopence.

VII. Cumbering either of the Imposing Stones with a Page or Pages, before he is ready to impose, Twopence.

VIII. Neglecting to correct his Proof or Proofs for an hour after they are Read, Twopence.

IX. Letting fall Letter under his case or elsewhere, and not taking up and distributing the same, Twopence.

The youngest Prentice of this Room every *Wednesday* and *Saturday* that he neglects the sweeping and carrying out the Dirt of this said Room, forfeits Twopence.

He that's ordered to hand up the Heaps, and does not within two Days, after they are wrought off, likewise forfeits Twopence.

Thirdly, Every Member of the *Pressroom* forfeits for

I. Not setting the Friskets behind his Press, out of the way, Twopence.

II. Not putting the wools in their proper places, Twopence.

III. Not taking off the Balls on Saturday night, Twopence.

IV. Letting any Lumber and trash lye on the Bank or about the Press, Twopence.

V. Not washing the Form at night, on which he has wrought all day, Twopence.

VI. Not taking off to make a Proof, or Proofs, within an hour after the Form, or Forms, are brought in, Twopence.

VII. Putting his Pelts, Balls, or Caps for Balls, etc., into the lye-kettle, or washing-trough, Twopence.

The youngest Prentice of this Room, every *Wednesday* and *Saturday*, that he neglects the sweeping and carrying out the Dirt of this said Room, forfeits Twopence and that Morning he stirs not the Lye, Twopence.

All wages layed in the House, are forfeited to the workmen.

All Money given to either *Room* (except the *Donors* may) to drink, is to be kept in Bank, and spent Quarterly.

All that are or hereafter shall be *Members* of this House must be conformable to these *Orders* and be liable to the *Penalties* aforesaid.

If any contest shall arise in any of these *Orders* aforementioned, it shall be referred to the Major Part of the Workmen, and if they do not decide it then to the Master.

HAD HEARD HIM MENTIONED.

It was at a White House reception that a Philadelphian picked up a choice gem which he never tires of telling.

A charming girl of eighteen, the daughter of a Western publisher and quite a society queen in her own city, had been brought to Washington by her father, and at one of the White House receptions was presented to President Roosevelt.

As her small hand disappeared within the hearty grasp of the President the maiden looked up at him and, smiling sweetly, said: "I'm awfully glad to meet you, Mr. Roosevelt. I've often heard father speak of you." — *Philadelphia Times*.

THE DIFFERENCE.

"Does your mother allow you to have two pieces of pie when you are at home, Willie?" asked his hostess. "No, ma'am." "Well, do you think she would like you to have two pieces here?" "Oh, she wouldn't care," said Willie, confidentially; "this isn't her pie." — *Christian Work*.

BOOK REVIEW



This department is designed particularly for the review of technical publications pertaining to the printing industry. The *Inland Printer Company* will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

STEREOTYPING: A Practical Treatise on All Known Methods of Stereotyping, with Special Consideration of the Papier-mâché Process, to which is added an appendix giving concise information on questions most frequently overlooked. By C. S. Partridge. Second edition, revised and enlarged. Chicago and New York: The Inland Printer Company. 172 pages. Price, \$2.

The second edition of this standard work, which has been out of print for some years, is a welcome addition to the literature of the craft. The concise descriptive text, accompanied with copious illustrations well sustained by clear print and neat binding, make this reference and instruction book one that every stereotyper and every one interested in the graphic arts should own.

MODERN PRESSWORK, by Fred W. Gage. Chicago and New York: The Inland Printer Company. 136 pages. Price, \$2.

This comprehensive work is the successor to the standard book on presswork published by The Inland Printer Company, "Kelly's Presswork." The author, Fred W. Gage, is a practical pressman of long experience and a successful employing printer. His consideration of the problems of presswork is given as the result of wide experience and practical tests. The book is a safe guide for the workman who desires to excel.

ELECTROTYPING: A Practical Treatise on the Art of Electrotyping by the Latest Known Methods; Containing a Historical Review of the Subject, Full Description of the Tools and Machinery Required, and Complete Instructions for Operating an Electrotyping Plant. By C. S. Partridge. Second edition. 214 pages. The Inland Printer Company, Chicago and New York, publishers. Price, \$2.

The result of the accumulated practical experience of a writer who has a national reputation as an authority on electrotyping and conducting a successful business as an electrotyper, this work should be in the hands of every worker in this department of the graphic arts. The printer, pressman and other workers in the printing trades should read it. A well-rounded knowledge of the related arts in the production of printing is an asset of the first importance to every worker. Self-limitation is the foe to progress. Every worker should have a technical library — and use it.

FULFILLING INSTRUCTIONS.

The managing editor wheeled his chair around and pushed a button in the wall. The person wanted entered. "Here," said the editor, "are a number of directions from outsiders as to the best way to run a newspaper. See that they are all carried out."

And the office-boy, gathering them all into a large wastebasket, did so. — *The Green Bag*.

Look at me! Twenty years ago a poor boy, working like a dog, and now — look at me! See what I have made myself."

"Yes, sir. Is this meant as a warning or an example?" — *Practical Advertising*.

INTERESTS OF UNPRIVILEGED EMPLOYERS AND WORKERS IDENTICAL.

It is unfortunate that the existing employers' organizations are so deeply impregnated with the spirit of monopoly and so completely given over to class bitterness as to make friendly intercourse between them and labor organizations impossible.

The interests of unprivileged employers and the interests of hired workingmen are really identical. They are identical not only with reference to the narrow relation of employer and employee, but with reference also to the wider and more general relation of buyer and seller. It is only the beneficiaries of special privileges that are essentially inimical to either. Yet beneficiaries of special privileges, masquerading as legitimate business men, and often in some degree really legitimate business men, dominate the existing employers' organizations, and, while playing their own predatory game with their innocent associates, fan the flames of class hatred by constantly emphasizing instances of exasperating methods of labor organizations.

Labor organizations do resort to bad methods — "damnable methods," as the National Association of Manufacturers, assembled on May 17 in New York, expressed it in the words of one of its members and with cheers from the rest. But so do employers' organizations resort to "damnable methods." The National Association of Manufacturers itself is no exception. Human nature explains it all. And those "damnable methods" are not to be improved by the irreconcilables and impossibilists of either set of organizations. It is indeed to be said for labor organizations that they are, on the whole, better disposed than the employers' under present control.

What the best interest of both employer and hired man requires — those of both classes who earn their living — is that they get together on the basis of a genuine purpose to do the fair thing all around. There would be no difficulty, so far as the labor organizations are concerned, for they for the most part want to be fair. As a mass they are composed of fair-minded men and women; more so in dealing with employers' organizations, candor compels us to say, than employers' organizations are in dealing with them. Neither would there be any difficulty so far as employers' organizations are concerned if the membership in general would put aside such influence as their own little special privileges may exert and close their ears to the unfair suggestions of overbearing monopolists among them. Employers' organizations that wanted only a square deal with workingmen would find no other difficulty in cooperating with labor organizations upon a basis of justice than the difficulty which they themselves have fostered — the difficulty that would naturally arise from distrust by labor organizations of the good faith of employers' organizations.

Isn't the time nearly at hand for employers' organizations to take a more considerate view of labor organizations? Hasn't the day for vituperation gone by? Are there not enough fair-minded men in the employers' organizations to turn them back from their monopolistic tendencies and toward friendly intercourse with workingmen? What if it should prove for a time that the labor organizations won't respond in the same spirit? Isn't the responsibility upon the employers, considering their greater opportunities for cultivating the amenities of life? Let them set an example before they condemn workingmen for spurning it. And first let them oust their own monopolists. — *The Public*.

THE artist is he who strives to perfect his work — the artisan strives to get through it. — *W. C. Gannett*.

BUSINESS NOTICES



This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests upon the advertisers solely.

ABSORPTION OF WESTERN INK AND ROLLER BUSINESS.

Sinclair & Valentine Company, makers of fine dry colors and lithographic and printing inks, announce that they have taken over in their own name the printing-ink and roller business formerly conducted by Ralph Daniels, at 1820 Blake street, Denver, Colorado. It is their intention to maintain a very complete factory, under the management of Eugene Valentine, at the Denver address.

CHANGE IN PRINTING PRESS COMPANY.

The American Falcon Printing Press Company has been absorbed by the Auto Falcon & Waite Die Press Company, Limited, a new corporation controlled by the principal officers of the Toronto Type Foundry Company, Limited, of Toronto, Canada. The head offices of the new company in the United States are in the Rand-McNally building, 160 Adams street, Chicago, with R. T. Sinclair in charge. D. H. Champlin, 342-350 Rand-McNally building, Chicago, is the general western sales agent. Fine showrooms have been fitted up, where the various makes of Falcon presses and Waite die presses may be seen working under power.

STEREOTYPE MATRIX-DRYING BY COMPRESSED AIR AND ELECTRICITY.

The F. Wesel Manufacturing Company, of New York and Chicago, makers of electrotypes' and stereotypers' machinery, has effected an arrangement with the Westinghouse Company, of Pittsburg, for the equipment of its stereotype matrix-drying tables with the Westinghouse patented electric-heating apparatus. This application of electricity, combined with the use of compressed air, forms an important advance in the manufacture of stereotype matrices. It is said that the superiority of the Westinghouse electric-heating apparatus has caused other manufacturers of matrix-drying tables to assert that they can supply the Westinghouse equipment to their tables, but this we are informed they can not legally do.

NEW ISSUES OF THE AMERICAN TYPEFOUNDERS COMPANY.

Newspapers who feature baseball news will appreciate the white on black figures shown as "Baseball Figures" in an attractive booklet just mailed by the American Type Founders Company. These are made in twelve and eighteen point sizes, and for use of papers which stereotype the forms are made also with em blanks for stamping in the total runs after the last forms have gone to press.

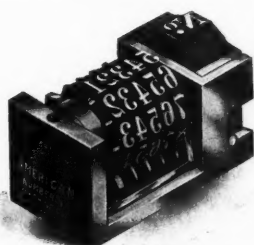
Specimens are also shown of the special figures required by the Interstate Commerce Commission where footnote

references are required in tariff work. These figures are made from 1 to 50 in six, eight, ten and twelve point sizes.

For the newspaper and magazine advertising columns the foundry shows specimens of a half-dozen new border designs which will quickly find their way into general printing-office use. Cheltenham fractions and a new series of italic, cut as a companion for the popular Lining Cushing Old Style and cast in all sizes from six to seventy-two point, add further interest to this catchy booklet.

AN INEXPENSIVE NUMBERING MACHINE.

An entirely new typographic numbering machine is offered by the American Numbering Machine Company, 293 Essex street, Brooklyn, New York. It is known as "No. 30" and sells for \$5. This is not an old model reduced



No 12345

Impression of figures.

in price, but is constructed on a new design to meet the demand for a low-priced article.

The case is made altogether of steel, the drop ciphers are made of tool steel, and the plunger, which is constructed



Parts released for cleaning and oiling.

on a novel principle, has no screws or staples of any kind, and may be released by simply depressing it. The parts are easily released for cleaning and oiling, and, as the construction is most simple, they may be reassembled accurately in half a minute.

THE PROPER CARE OF BELTS.

A booklet of twenty-four pages, recently issued by the Joseph Dixon Crucible Company, Jersey City, New Jersey, deals with this important subject. It is divided into three sections, headed respectively, Belts, Belt Dressings, and Hints, Kinks, Tables. The first section deals with the running condition of belts; the second takes up treatment with various preparations; and the third, as the title indicates, has some general points upon belting and its use.

This last section contains much interesting and valuable matter collected from many authoritative sources. It tells what results were secured in a plant where records were kept for several years; gives the economical speeds at which leather belts should be run; has some matter telling of the different styles of joints, illustrating three

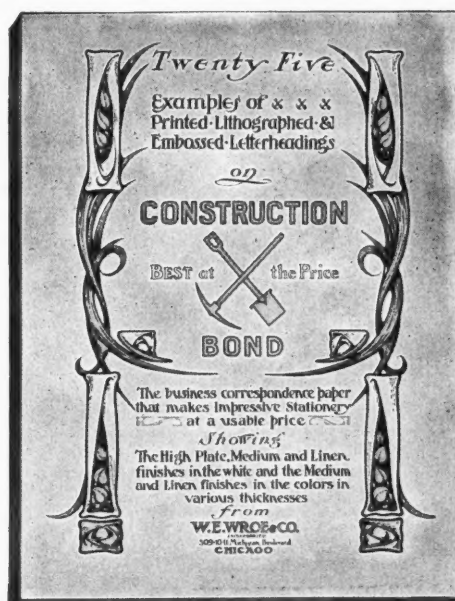
methods of leather lacing; contains rules for calculating speed of pulleys; gives horse-power transmitted by various sizes of single and double belts, etc.

Any one who has any amount of belting under his care should have a copy of this booklet. While it is gotten out in the interests of the traction and solid belt dressings that the Dixon Company manufacture, it contains much matter of general interest to the practical man.

Those desiring a copy of this booklet may secure it by writing direct to the Joseph Dixon Crucible Company, at Jersey City, and mentioning this magazine.

EFFECTIVE ADVERTISING.

W. E. Wroe & Co., Chicago, have recently issued a portfolio which should prove effective in furthering the interests of their Construction Bond Paper. The portfolio consists of twenty-five samples of printed, lithographed and embossed letter-heads elaborately gotten up on various col-



ors and qualities of Construction Bond Paper, and enclosed in a handsome portfolio cover. Dainty, delicate color-schemes characterize the whole work, the portfolio cover, a reproduction of which we show herewith, being printed in gray and a violet tint.

A SIMPLE AUTOMATIC FEEDING DEVICE.

One of the latest automatic devices to attract the attention of printers who are looking for time-saving machines is the Monosheet-feed. This machine is one of the simplest in construction and, at the same time, an apparatus which does perfect work without blowpipes, air-suction, sheet-detector or other finely adjusted devices. In its construction the aim of the makers was to produce a machine that will operate under all the varying conditions imposed upon it with a minimum of working parts. How well they have succeeded may be judged by the following guarantee: 1. Speed as high as the press will print; 2. No smutting of print on sheets and no edges damaged; 3. Absolute

separation of sheets, delivering only one at a time; 4. No need of regulating the feeder for the different thicknesses of paper; 5. Will feed paper of any thickness; 6. Complete control of the sheet until delivered to the press. That the Monosheet-feed is a simple machine may be seen from the following description:

A very ingenious device is used for separating the sheets, which consists of a roller of soft rubber and a hard-rubber pad. The action of this contrivance is similar to the method of separating sheets of paper by hand, that is, the forward sliding motion of the soft rubber on the hard-rubber pad almost identically imitating the same motion of the thumb and fingers when separating sheets. The separation is certain and positive, the thickness or quality of the stock having no bearing on its action whatever. In using this device, it eliminates all finely adjusted sheet-detectors or other schemes to prevent feeding sheets in two at a time. An auxiliary device is attached to the back of the machine, from which several fingers descend successively on the exposed ends of the sheets as the top sheet is advanced from the pile to the press. This latter movement of the sheet is accomplished by two drop rollers, which carry it forward on to a board, from which it is conveyed by tapes running over the aforesaid board to the press-guides. Here, again, another important feature asserts itself: the sheet is controlled as well from the back as from the front, so that a kicking back or buckling at the guides is prevented entirely, making accurate register, even at high speeds, a matter of course. As the feedboard mentioned before is hinged, it may be thrown back; the feeding apparatus presents no interference to make-ready or any other operation about the cylinder.

Another feature which differs radically from other machines is the automatic lift for the pile of stock, which is attached at the back of the press. An endless wire is attached to the four corners of the table, so that when one corner or side is lifted it makes it necessary for the other side or corner to be raised likewise, as they are suspended by the same wire.

Additional details may be secured by addressing the Auto Paper Feeder Company, Flat-Iron Building, New York.

A PRESSROOM REVOLUTION.

The printer must have increased speed in his pressroom. The shortening of the work-day to eight hours, the great average increase in editions, the sharpness of competition and the difficulty of raising prices which were originally based on a longer work-day, makes it essential for the printer to secure much greater speed. At the same time there must be no reduction in the grade and quality of the work produced. The flat-bed press has reached the limit of its speed, and the only possible increase must come through rotary methods.

This is the problem which has been successfully solved by the new Cottrell Sheet-Feed Rotary, well named "The Eight Hour Press." It produces the best quality of work at double the speed of a flat-bed two-revolution press. It delivers the sheets singly, either printed side up or printed side down. It takes any size sheet up to its full capacity, and has every convenience for quick and easy handling of plates, stock, etc. It has none of the limitations and difficulties due to rapidly moving a heavy bed and form back and forth. In addition to the matter of speed, the Sheet-Feed Rotary has other manifest advantages of its own over the flat-bed machines.

Several of the large New York printing concerns have already seen the writing on the wall, and begun to fit their

pressrooms with Cottrell Sheet-Feed Rotaries for their long runs. The Hill Publishing Company is installing ten of them as fast as they can be built, and the most far-sighted and enterprising printers and publishers of the country are placing their orders for as prompt delivery as possible. The "revolution" of pressroom methods is on, and those who are interested should carefully note the illustration and description of the Cottrell Sheet-Feed Rotary between pages 504 and 505 of this issue. The press may be seen in operation in New York by calling at the office of C. B. Cottrell & Sons Company, 41 Park Row.

TYPOGRAPHIC NUMBERING MACHINES.

The real life of a typographic numbering machine is the internal mechanism, and the depressible cipher is one of the most important details of construction to give long life



to a numbering machine, and also to insure the ciphers printing clear and sharp. The casual purchaser, not knowing the importance of this detail, learns only from experience. The importance of this feature is recognized by all manufacturers, and one concern has followed so closely in imitating the cipher used in the device of the Wetter

Numbering Machine Company, of Brooklyn, New York, as to adopt one particular form, that has been abandoned by the "Wetter" people for a more improved cipher as incorporated in their later machines.

The illustration shows the large bearing on the shaft of the "Wetter" cipher when the cipher is in printing position, which forms an interesting contrast with the construction of other ciphers.

A NEW AUTOMATIC JOB PRESS.

The Cartwright Automatic Press Company, of Cleveland, Ohio, has placed on the market an automatic job-press which is remarkable in its simplicity of construction and range of usefulness. This machine can be hand-fed for short runs, if desired, or may be changed in a moment to automatic sheet or roll feed. It will print and register accurately up to ten thousand impressions an hour. Exactness of register at high speed and rigidity of impression at all times are among its important features. The impression may be altered instantly, and will permit the printing of all kinds of stock, from tissue to material $\frac{3}{4}$ -inch thick. The bed and platen remain parallel while the press is in operation, and the hinge and clam-shell movements are eliminated entirely in its construction. The mechanical principles involved are simple, resulting in accurate, positive movements. This is effected by using the rotary and platen press movements, giving a combination in mechanics where the best grades of work may be handled at high speed with a precision unheard of with the older methods. The new press is built with a view of handling the heaviest class of work, which includes embossing and printing of solid cuts. Slurring is prevented altogether by the absolute inflexibility of the bed and platen during the impression action. The inking apparatus is rotary in operation, the rollers passing around on an ink-drum, which gives the best possible breaking up of the ink, thus securing uniform distribution.

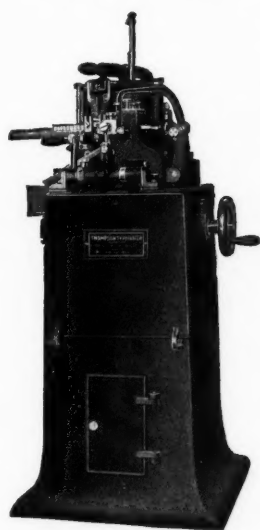
A pressman having an ordinary knowledge of platen presses becomes at once familiar with the Cartwright Automatic Press. The make-ready of forms is reduced to a minimum, and the appearance of work remains unchanged during long runs, little or no wear being perceptible on cuts

or type. As the machine prints from type-form and original cuts, a great saving of time is apparent. Short runs are handled economically, the working parts being as convenient and as accessible as on a Gordon or any other platen press.

THE THOMPSON TYPECASTING MACHINE.

Nothing can be more interesting to the American public or more gratifying to its pride than the history of some of its commercial enterprises. Especially when the subject is one in the printing field does it appeal to readers of *THE INLAND PRINTER*. When the organization is of printers, for printers and by printers, it is worthy of additional attention.

The month just passed marks the close of the second year of the Thompson Type Machine Company, organized in the spring of 1907 for the purpose of manufacturing the Thompson Typecaster, the invention of John S. Thompson,



THOMPSON TYPECASTER.

for many years prominent in the field of typesetting machinery. This machine marks an epoch in history, it being the first device which enabled the printer to cast his own type economically. To do this, the inventor conceived the idea of using the well-known Linotype matrix from which to cast single type, and his experiments, begun in 1904, resulted in a satisfactory experimental machine being completed during the year 1907. Prior to this, three other models were constructed, operated experimentally and discarded as lacking some of the elements of success. Though urged by printers and interested manufacturers to immediately place the device on the market, it was decided to adopt the "safe, sane and conservative" method

of doing the experimenting in the factory instead of in the printing-office at the printer's expense.

A machine of such undisputed merits could not but attract the attention of the leading men in the printing industry, and in 1907 a corporation was formed by a group of prominent printers to manufacture the Thompson Typecaster. Conservatism again prevailed over importunities of the over-anxious. A lot of but ten machines was started. Other manufacturers had set the contrary example. The usual method is to build a hundred or so, sell them to printers broadcast and let them discover the shortcomings at their own expense. Of course, these ten machines were contracted for long before they were ready for delivery. Three of them were ordered shipped to India. One, at the instance of one of the largest manufacturers of typesetting machines, was sent to New York, where it displaced two typecasting machines of another make. The remaining six machines were snapped up right here in Chicago by the largest printers. In nearly every instance they relegated or displaced other makes of typecasters. In every instance these machines are in successful operation to-day. Not a one was returned to the manufacturers, not a one but has made money for its user. There never has been a lack of matrices of all styles to meet every request. This was pro-

vided for by adapting the machines to employ every known make of matrix—Linotype, Compositotype or Monotype, and it has now been supplemented by its own electrotype matrices, made especially for this machine.

Not only did these machines do everything claimed for them, but in many instances they did more. One user ran his Thompson Typecaster for months constantly on five and six point type at a rate of 157 type a minute. Most of them were operated night and day. Logotypes were cast from Linotype matrices, low quads and spaces and all sizes of type up to thirty-six-point, and much of it was sold to other printers. The type has stood the test of repeated stereotypes from it daily, hard runs on cylinder presses, and not a single complaint has been registered. The users of this machine have written letters to the manufacturers couched in terms expressive of their satisfaction. The wisdom of making haste slowly was again verified. It was possible to closely watch the performance of these machines, and gain knowledge for the improvement of the next lot to be constructed, work on which was started by the company in its own factory, which meanwhile had been installed. A skilled force of mechanics was engaged and early in the present year metal began to fly, and at the present writing twenty Thompson Typecasters are on the assembling floor and rapidly approaching completion.

Meanwhile a matrix department was being organized and deliveries of a superior matrix have already begun. Another surprise awaits the purchaser in these. They are made to cast all styles of type up to and including forty-eight-point in size. Think of it—from five to forty-eight point in the one mold, and low quads and spaces also. This latter achievement alone puts the Thompson Typecaster in a class by itself. It is claimed by the manufacturers that this machine possesses the following points of superiority over all other devices:

It is the only machine which can cast type from five to forty-eight point.

It is the only machine which can cast all sizes of low quads and spaces and type in the one mold.

It is the only machine in which the alignment of the type can be altered at will.

It is the only machine which can furnish its own matrices from five to forty-eight point in size.

It is the only machine which can employ any known make of matrices.

It is the only machine which can successfully use the cheap Linotype matrix.

It is the only machine which requires but a quarter-horse-power motor or can be run by belt from line-shaft.

It is the only machine which does not require a skilled attendant.

It is the only machine which furnishes mold bodies at \$10 each.

It is the only machine which furnishes low quads at \$5 per body.

It is the only machine which costs but \$1,200.

It is the only machine which costs, completely equipped, five to forty-eight point, low quads, motor, etc., \$1,500.

And this is the record of but a year. But this is not all. Important improvements are promised in the present lot of machines—better type, higher speed, quicker changes, etc. This is truly the age of mechanical achievement and the printer in this case is the beneficiary. Broad patents have been allowed in America and nineteen foreign countries, and factories will be established abroad in the near future. Orders have been received for machines from all parts of the world since the first announcement was made in these columns.

WANT ADVERTISEMENTS.

Prices for this department: 40 cents for each ten words or less; minimum charge, 50 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order to insure insertion in current number. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed.**

BOOKS.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6 1/2 by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

DRAWING FOR PRINTERS, a practical treatise on the art of designing and illustrating in connection with typography, containing complete instructions, fully illustrated, concerning the art of drawing, for the beginner as well as the more advanced student, by Ernest Knauff, Editor of *The Art Student* and Director of the Chautauqua Society of Fine Arts; 240 pages, cloth, \$2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

PAPER PURCHASERS' GUIDE, by Edward Siebs. Contains list of all bond, flat, linen, ledger, cover, manila and writing papers carried in stock by Chicago dealers, with full and broken package prices. Every buyer of paper should have one. 25 cents. THE INLAND PRINTER COMPANY.

PRACTICAL FACTS FOR PRINTERS, by Lee A. Riley; just what its name indicates; compiled by a practical man, and said to be the most practical little book ever offered to the trade; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

THE RUBAIYAT OF MIRZA MEM'N, published by Henry Olendorf Shepard, Chicago, is modeled on the Rubaiyat of Omar Khayyam; the delicate imagery of old Omar has been preserved in this modern Rubaiyat, and there are new gems that give it high place in the estimation of competent critics; as a gift-book nothing is more appropriate; the binding is superb, the text is artistically set on white plate paper, the illustrations are half-tones, from original paintings, hand-tooled; size of books, 7 1/2 by 9 1/2 inches, art vellum cloth, combination white and purple, or full purple, \$1.50; edition de luxe, red or brown India ooze leather, \$4; pocket edition, 3 by 5 1/2, 76 pages, bound in blue cloth, lettered in gold on front and back, complete in every way except the illustrations, with full explanatory notes and exhaustive index, 50 cents. THE INLAND PRINTER COMPANY, Chicago.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5 1/2 to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all of the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition, and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

ALLIED PRINTING HOUSES of important city will guarantee work to reliable parties who will establish Linotype and Monotype. G 161.

CASH FOR YOUR BUSINESS OR REAL ESTATE, NO MATTER WHERE located — If you want to buy, sell or exchange any kind of business or real estate, anywhere, at any price, address FRANK P. CLEVELAND, 1217 Adams Express building, Chicago.

FOR SALE — Bindery and job-printing plant; capacity, \$30,000 year up; best town in Georgia — cotton and peach belt; owner will take stock. G 293.

FOR SALE — Controlling interest in a large book manufacturing, job and general printing-office in city of New Orleans, La.; founded 1859; large clientele; reason — retirement. G 286.

FOR SALE — Excellent job-printing office in best condition; Southwestern city of 100,000; plant invoices \$3,000; very easy terms. G 314.

FOR SALE — Newspaper in Jackson's Hole, Wyoming (adjoining Yellowstone Park), a famous growing region of wonderful resources and promise; the paper occupies a prolific field, unique in frontier journalism; established five months and paying excellently, but proprietor desires to sell for personal reasons; first-class new plant, including job outfit; particulars will convince of an A-1 opportunity for one or two live journalists who like and can exploit picturesque, wild Western life. COURIER, Jackson, Wyoming.

FOR SALE — Modern job-printing plant doing \$6,000 a year business with good field for increase; located in growing factory town of about 10,000; good opportunity for hustler; reason for selling — too many irons in the fire; price \$1,800, easy terms. G 224.

FOR SALE — Paying weekly in best town in famous Grand Valley, Colorado; snap. Write quick. BOX 338, Fruita, Colo.

GREAT CHANCE for printers and stationers; make additional profits by handling a strictly high-grade, up-to-date line of calendars. Write for information at once. G 312.

PERFECTION REMOVABLE BINDER for binding counter slips, bank checks, etc.; sell one printer in a town. SHUMATE, RAILROAD PRINTER, Lebanon, Indiana.

PROFIT FOR PRINTERS — Sell your retail lumber dealers the Rastus Brown mailing cards and keep their advertising money at home; a great hit — especially with yards fighting the mail-order houses; something original, with a good profit for the printer; samples and particulars on request. H. A. BLODGETT, 308 Fourth ave., S., Minneapolis, Minn.

WANTED — Partner for printing-office with a \$10,000 equipment, including model No. 5 Linotype and a well paying German weekly paper, in one of the largest Kansas towns; doing a \$10,000 to \$12,000 business annually; \$5,000 required; need more capital in business and would incorporate. G 287.

WANTED — Sole British agency for the sale of high-class rubber offset press by old established firm of machinery agents in London. Apply G 276.

Publishing.

SET OF "Definition Blotters" free to printers contemplating engaging in publishing business. Write. HARRIS-DIBBLE COMPANY, 253 Broadway, New York.

FOR SALE.

BABCOCK DISPATCH, speed 2,000, takes 4-page 7-column; also Potter 2-revolution, takes 4-page 7-column, will print first-class bookwork; other sizes; thoroughly rebuilt and guaranteed. RICHARD PRESTON, 167C Oliver, Boston, Mass.

BOOKBINDERS' MACHINERY: rebuilt No. 3 and No. 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 11-25 S. Jefferson st., Chicago.

BOOKBINDING MACHINERY — Smashing, embossing, cutting, backing, paging and Smyth sewing machines; other machinery; thoroughly rebuilt and guaranteed; full particulars cheerfully given. RICHARD PRESTON, 167C Oliver, Boston.

BOX MACHINERY — Cutters and creasers, scoring, box-covering, slitting, printing, cutting and other machinery; thoroughly rebuilt and guaranteed. RICHARD PRESTON, 167C Oliver, Boston.

BROWN FOLDER, takes sheet 42 by 58, 32 pages, drop-roll feed, double delivery, in very good condition, sold at bargain. A. F. WANNER & CO., 342 Dearborn st., Chicago.

FOR SALE — Complete bindery, including ruling machine, modern and good as new; bought out a competitor; these items duplicate our own bindery. M. L. BATH CO., Ltd., Shreveport, La.

FOR SALE — New Model 5 Mergenthaler Linotype; used few months. Address PORTER & DAVIS, Sherman, Texas.

FOR SALE — One Century Campbell, 39 by 52; one Cottrell, rear-reel delivery, 36 by 52; one Morrison "C" stitcher; one C. & P. job-press, 8 by 12; one hand toggle proof press, 15 by 22 platen; all in first-class condition. G 283.

FOR SALE — Potter pony cylinder; takes sheet folio; first check for \$100 takes it; also chromatic bag press; prints parallel colors; anything from quarter barrel down. THE JOURNAL PRINTING CO., Middletown, Ohio.

FOR SALE — Two flat-bed Whitlock two-revolution presses, size 43 by 56, with geared table rolls, modern bed motion. FRANK H. DAVIS, 75 Crescent av., North Cambridge, Mass.

FOR SALE — Three Kidder rotary presses for printing wrapping-paper — two 30 by 40 and one 36 by 48; one, 30 by 40, prints from electro plates and is adapted for finer work. THE JOURNAL PRINTING CO., Middletown, Ohio.

MUST SELL AT ONCE — One Harris automatic press, with sheet, bag and envelope attachments; 1 Monotype outfit, consisting of 1 caster, 2 key-boards; 1 German disk-ruling and printing-machine; will be disposed of cheap. BECKER BROS., 800 Penn av., Pittsburg, Pa.

PRESS FOR SALE — Double-quarto, perfecting roll-paper press; prints on both sides of web; fine for all sized sales books and general work; size 12 by 24 1/4; in first-class condition and a great bargain. G 310.

THREE HICKOK ruling machines, 34-inch cloth, 38-inch beam, with double striker and layboy, \$300 each. A. F. WANNER & CO., Chicago.

The Printer Can Not Afford to use a substitute or a weak gold ink on a high-class job.

"OROTYP" IS A PERFECT GOLD INK of tested quality — an ink which, when used, will retain its brilliant luster. The best printing establishments of the country are using "OROTYP" and pronounce it the most perfect and satisfactory gold ink they have ever used. It is not an experiment. Suppose you give it a test?

Write to-day for samples, prices, etc. Manufactured in four shades: Light Gold, Deep Gold, Aluminum and Copper.

MANUFACTURED BY
THE CANADIAN BRONZE POWDER WORKS
MONTREAL TORONTO VALLEYFIELD

Distributing Agent for United States
JAS. H. FURMAN, 36 La Salle St., Chicago, Ill.

HELP WANTED.

ARE YOU LOOKING FOR WORK? File your name with The Inland Printer Employment Exchange, and it will reach all employers seeking help in any department. During the past two months we have received calls for the following: Job printers, 2; Linotype operators, 3; Linotype machinist, 1; machinist-operators, 3; foremen, 4; superintendent, 1; bookbinders, 3; make-up and ad-men, 2; compositors, 3; wood engraver, 1; pressmen, 4; proofreaders, 2. Registration fee, \$1; name remains on list until situation is secured; blanks sent on request. **THE INLAND PRINTER COMPANY**, 130 Sherman st., Chicago.

Bookbinders.

PROGRESSIVE PRINTING and publishing plant, about to install new department, desires to connect with reliable man to take charge of ruling and bindery who can make small investment in the company; will bear closest investigation; an exceptional opportunity for ambitious man with small capital. G 296.

WANTED—An all-around bookbinder who can take charge of shop and do estimating; medium-sized shop in Central Ohio. G 305.

Engravers.

WANTED—A first-class copperplate and steel die engraver to take charge of a small plant in a good Western town. G 281.

WANTED—Half-tone printer; none other than thoroughly experienced man need apply. G 316.

Foremen, Managers and Superintendents.

FOREMAN of composing-room and pressroom; small New England town; open shop, operating 2 Linotypes, 4 cylinders and 3 jobbers; salary, \$20 per week. G 400.

WANTED—An assistant manager for a large printing and lithographic establishment; should have a thorough knowledge of the business; capable of estimating, and some experience at soliciting; best of references required. G 98.

Miscellaneous.

WANTED by a large progressive printing house in New York city, a male stenographer; one who can perform the duties of a secretary and will use his head as well as his hands. Address, with full particulars, G 100.

Pressmen.

PRESSMAN WANTED ON LARGE MAGAZINE ROTARY—A first-class man for a two-deck press equipped with color couples, cover-feeding and wire-stitching attachments; must have good technical ability and be able to get high-class results; good position in modern plant for nonunion man; applications must be accompanied by references giving experience, full detail of qualifications to take charge, and stating salary expected. Address **THE HOMESTEAD CO.**, Des Moines, Iowa.

WANTED—Foreman for high-grade cylinder pressroom; ideal working conditions, union, 8 hours; a clean-cut, capable executive wanted who can handle a well-equipped pressroom doing high-grade book, catalogue and job printing; one who can get work out on time and secure maximum production from presses; an excellent opportunity for the right man; state full particulars and references in replying. G 307.

WANTED—Foreman for medium-size job pressroom handling high-grade commercial work; an ambitious, experienced man who can obtain quality and maximum production under ideal working conditions; medium-size city in East. Address, stating experience and qualifications, G 308.

WANTED—Thoroughly competent cylinder pressman on 3 and 4 color processwork; also a first-class half-tone cylinder pressman; excellent positions for the men who can make good; state experience and references. G 275.

Salesmen.

PRINTING-PRESS SALESMAN WANTED to represent a first-class house in the East; must know the trade well and have had experience in selling newspaper and magazine presses and others. Address, giving full particulars, age and salary, G 298.

SALES MANAGER WANTED, capable of managing the sales department of an established printing-press manufacturing concern in the East; must be a good executive and have had some experience in our line. Write fully, stating age, experience, references and salary. G 339.

Typefounders.

WANTED—Typecasters; hand, steam and automatic; also typefounders' other expert help wanted; steady work, full hours. Address **W. F. CAPTAIN**, Superintendent, American Type Founders Co., 300 Communipaw ave., Jersey City, N. J.

INSTRUCTION.

COMPOSITORS—Ten weeks' Linotype instruction, \$60; special summer offer. Call or write. **EMPIRE SCHOOL**, 419 First ave., New York.

LINOTYPE SCHOOL—Six weeks' course, \$50; 12 years' experience. **LINOTYPE SCHOOL**, 474 East Fifty-fifth st., Chicago, Ill.

SPECIAL OFFER—In order to thoroughly introduce the ECLIPSE KEYBOARD, we will give with each one sold up to August 1 a copy of **STUBBS' MANUAL** (worth \$1), FREE. The Eclipse Keyboard is a practical, substantial Linotype practice keyboard, personally indorsed by holder of world's competition speed record; has movable spring-steel keys, exact touch, detachable copyholder; complete instruction book; adding to this Stubbs' Manual FREE, with keyboard at regular price of \$4 (sent prepaid), makes this the most complete Linotype keyboard course on market at very little; money back if keyboard is not as advertised. **ECLIPSE KEYBOARD COMPANY**, 117 Bonner st., Dayton, Ohio; Canadian Agent: A. E. Moissan, Postoffice Box 1118, Winnipeg, Man., Canada.

THE THALER KEYBOARD is an exact facsimile of regular Mergenthaler keyboard and enables you to acquire keyboard manipulation; 22-page instruction book; bell announces finish of line; copyholder. For home practice. Price, \$4. Send for circular. **THALER KEYBOARD CO.**, 505 "P" st., N. W., Washington, D. C.; all agencies Mergenthaler Co., and Parsons Trading Co., London, England, and Sydney, Australia.

MISCELLANEOUS.

I WILL TELL YOU how to make a fine ink reducer and dryer combined; fine embossing composition, excellent elastic tablet glue; print four or more colors from one cut without mutilation; instructions in any one 50 cents, or all four \$1; send money order; you reap the benefit at small cost on what I experimented years to find out. **LEWIS C. KING**, 421 North 13th st., Richmond, Ind.

SITUATIONS WANTED.

DO YOU WANT HELP FOR ANY DEPARTMENT? The Inland Printer Employment Exchange has list of available employees for all departments, which will be furnished free of charge upon receipt of stamped, self-addressed envelope. **THE INLAND PRINTER COMPANY**, 130 Sherman st., Chicago.

All-around Men.

JOB PRINTER, practical all-around man, temperate, reliable, desires to come West. **PRINTER**, 226 N. Hicks st., Philadelphia, Pa.

POSITION by good all-around practical office man who has had experience in estimating, cost accounting, bookkeeping, selling, etc.; young man, single, good habits. G 272.

Bookbinders.

ALL-AROUND BOOKBINDER with 4 years' experience would like to locate in a Western town; can give references. G 289.

BINDERY FOREMAN, at present employed in one of the largest Eastern concerns, wishes to change; 15 years' experience, covering all branches; capable manager, knows costs and can make estimates; excellent reasons for wanting to change and best of references. G 313.

POSITION WANTED by all-around bookbinder capable of taking charge; sober and steady, married. Address G 295.

Compositors.

PRINTER wishes good position on first-class jobwork or newspaper work; thoroughly capable of holding a good situation; city or country; West preferred; union. G 300.

Electrotypers.

ELECTROTYPE FOUNDRY FOREMAN OR SUPERINTENDENT—Experienced practical electrotypist; specialty: first-class product under first-class system and economical management; references and particulars on application. G 297.

Engravers.

THREE-COLOR HALF-TONE OPERATOR using own make collodion emulsion desires to engage with first-class progressive house. G 317.

Foremen, Managers and Superintendents.

AS MANAGER OR SUPERINTENDENT of printing-plant; experience—8 years salesman, 2 years superintendent and 5 years manager; careful estimator and buyer; understands commercial lithography; references; would invest small amount if mutually satisfactory after trial. G 556.

FOREMAN wishes charge of pressroom; 20 years' practical knowledge; not a boozier; can furnish best of references; East preferred. G 186.

I AM GENERAL SUPERINTENDENT of a large office; 25 years of finest experience in all lines; manage, superintend, estimate, sell, plan work; competent, and on time always; temperate, reliable; I am looking for congenial surroundings more than a big salary—I have a few dollars in the bank; go anywhere. Write me. I offer you valuable experience. G 485.

MANAGING FOREMAN—Owing to poor health of a member of my family, I desire to get away from the seacoast; 18 years' experience as foreman and superintendent; familiar with all grades of work, including 3 and 4 color process; a good organizer, close estimator, and can meet the trade; gilt-edge city references; country location preferred. G 303.

SALES MANAGER—High-class engraving and printing concern with large capacity; am practical printer; 12 years' office and road experience, handling large contracts; can unquestionably deliver the goods with the proper backing; will only consider a promising future, permanency and a concern with money who will pay the right money for the right timber. G 291.

Operators and Machinists.

OPERATOR-MACHINIST OR MACHINIST, first-class, fast, thorough mechanic, reliable, union; must be day work. G 539.

Pressmen.

PRESSMAN, A1 on half-tone and color work, wants steady position as foreman or assistant foreman; California, Colorado or Texas preferred. G 288.

PRESSMAN—Cylinder and job—a practical and up-to-date young man desires a position with a good progressive house somewhere in the Pacific Northwest; possess good habits, unusual ability and executive force; at present employed; wish to make a change; union. G 279.

PRESSMAN, 20 years' experience, now with one of the leading color houses in Chicago, would like position as foreman in smaller city; No. 1 on all classes of work; union. G 304.

PRESSROOM FOREMAN desires situation with progressive house doing fine line of catalogue and three-color process work; Chicago preferred; has highest references for steadiness and sobriety, and considers himself fully capable of managing room of any size or equipment. G 318.

SITUATIONS WANTED.**Pressmen.**

SITUATION WANTED by a No. 1 pressroom foreman; up-to-date on all presses and half-tone and color work; can produce the results desired; capable of managing large pressrooms; 20 years' experience; sober, union. G 315.

SITUATION WANTED—Cylinder pressman, first-class on half-tone, book and color work; temperate and steady. G 301.

Stereotypers.

A FIRST-CLASS RELIABLE STEREOTYPYER with good references wants position either as foreman or journeyman. G 67.

WANTED TO PURCHASE.

SPOT CASH PAID—No. 1 or 3, two-letter Linotype running in number 5,000 or later. G 309.

WANTED—A secondhand folding machine to fold a sheet 28 by 42. M. S. & D. A. BYCK CO., Savannah, Ga.

BUSINESS DIRECTORY.**Advertising Novelties of Wood.**

AMERICAN MANUFACTURING CONCERN, Jamestown, N. Y. Rulers and advt. thermometers. 1-10

Bookbinders' and Printers' Machinery.

DEXTER FOLDER CO., Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-10

Bookbinders' Supplies.

SLADE, HIPPE & MELOY, Incp'd., 139 Lake st., Chicago. Also paper-box makers' supplies. 1-10

Brass-Type Founders.

MISSOURI BRASS-TYPE FOUNDRY CO., Howard and Twenty-second sts., St. Louis, Mo. Exclusive Eastern agents, Keystone Type Foundry, Philadelphia, New York. 8-9

Calendar Manufacturers.

NEW LINE of bas-reliefs published by H. E. Smith Co., Indianapolis, Ind. 11-9

Case-Making and Embossing.

SHEPARD, THE H. O., CO., 120-130 Sherman st., Chicago. Write for estimates. 1-10

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases. 7-9

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE CO., THE, 116 Nassau st., New York; 358 Dearborn st., Chicago. Satin-finish plates. 6-10

Cylinder Presses.

BARNHART BROTHERS & SPINDLER, 183-187 Monroe st., Chicago. Babcock drums, two-revolution and fast new presses. Also rebuilt machines. 7-9

Electrotypers and Stereotypers.

MCCAFFERTY, H., 141 E. 25th st., New York. 3-10

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing-presses and materials, electrotypers' and stereotypers' machinery. Chicago offices, 143 Dearborn st. 11-9

Embossers and Engravers—Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 45-49 Randolph st., Chicago. (See advt.) 3-10

Embossing Composition.

STEWART'S EMBOSSEING BOARD—Easy to use; hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies.

YOUNG, WM. R., 121-123 N. 6th st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 6-10

Engraving Methods.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, \$1; all material costs at any drug store about 75 cents. Circulars and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind. 9-9

Gummed Papers.

JONES, SAMUEL, & CO., 7 Bridewell place, London, E. C., Eng. Our specialty is noncurling gummed paper. Write for samples. 12-9

Ink Manufacturers.

AMERICAN PRINTING INK CO., 891-899 W. Kinzie st., Chicago. 3-10.

RAY, WILLIAM H., PRINTING INK MFG. CO., 735-7-9 E. 9th st., New York. 9-9

ULLMAN-PHILPOTT CO., THE, office and works, 1592 Merwin st., N.-W., Cleveland, Ohio. 9-9

Machinery.

BARNHART BROTHERS & SPINDLER, Chicago. New, rebuilt. 7-9

Mats for Casters.

WESTERN BRASS-TYPE FOUNDRY CO., 3740 Texas av., St. Louis. Mats for caster delivered 10 days from day of order; faultless work. 11-9

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, general offices, 116 Nassau st., New York. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. Typo Credit Book is complete classified directory. 11-9

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC CO., 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-10

WESTINGHOUSE ELECTRIC & MFG. CO., Pittsburg, Pa. 11-9

Paper Cutters.

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic clamp cutting machines that are powerful, durable and efficient. 2-10

OSWEGO MACHINE WORKS, Oswego, New York; makers of the best in cutting machines. The Brown & Carver complete line. 4-10

SHNIEDEWEND, PAUL, & CO., Chicago. 7-9

Photoengravers.

BLOMGREN BROTHERS & CO., 76-82 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-9

INLAND-WALTON ENGRAVING CO., THE, illustrators, engravers and electrotypers; 3-color process plates. 120-130 Sherman st., Chicago. 12-9

THE FRANKLIN CO., 346-350 Dearborn st., Chicago. Photoengravers and electrotypers. 1-10

Photoengravers' Proof Presses.

SHNIEDEWEND, PAUL, & CO., Chicago. 7-9

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-10

Presses.

GOSS PRINTING PRESS CO., 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-10

HOE, R., & CO., New York and London. Manufacturers of printing-presses and materials, electrotypers' and stereotypers' machinery. Chicago office, 143 Dearborn st. 11-9

THOMSON, JOHN, PRESS CO., 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, N. Y. 10-9

Printers' Rollers and Roller Composition.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 413 Commerce st., Philadelphia. 10-9

BINGHAM'S, SAM'L, SON MFG. CO., 195-207 S. Canal st., Chicago; also 514-516 Clark av., St. Louis; First av. and Ross st., Pittsburg; 507-509 Broadway, Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis. 3-10

BUCKIE PRINTERS' ROLLER CO., 396-398 S. Clark st., Chicago; Detroit, Mich.; St. Paul, Minn.; printers' rollers and tablet compositions. 6-9

MILWAUKEE PRINTERS' ROLLER CO., 372 Milwaukee st., Milwaukee, Wis. Printers' rollers and tablet composition. 11-9

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1859. 2-10

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, 183-187 Monroe st., Chicago. 7-9

Rubber Stamps, Etc.

SUPERIOR SEAL & STAMP CO., 52 Woodward av., Detroit, Mich. Seals, stencils, rubber stamps, die sinking, checks, plates, inks, numbering machines, ticket punches. 1-10

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, \$17 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only \$6 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard; "Ready-to-use" cold matrix sheets, \$1. HENRY KAHRS, 240 E. 33d st., New York city. 9-9

Typefounders.

AMERICAN TYPEFOUNDERS CO., original designs, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburg, Cleveland, Cincinnati, St. Louis, Chicago, Kansas City, Indianapolis, Denver, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver.

BARNHART BROTHERS & SPINDLER, Chicago. Superior copper-mixed type. 7-9

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Center st. and 15 Elm st., New York. 10-9

INLAND TYPE FOUNDRY, Standard line type and printers' supplies. St. Louis, New York, Chicago and Philadelphia. 9-9

PLATEMAKERS! PUBLISHERS!

A gentleman with unquestionable references and with many years' experience not only as an office and sales man, but who is a modern and practical *Electrotypist*, *Nickeltypist* and *Stereotypist* in all their branches, desires to interest himself financially with a concern that wishes to increase its business and needs such a partner, or would purchase a plant in some healthy location where good business on *modern methods* is assured.

Direct correspondence to "A 28," 1729 TRIBUNE BLDG., NEW YORK.



The PAASCHE Air Brushes

are *absolutely* the best for coloring post-cards, calendars, novelties, show-cards, price tickets, advertising posters, signs, etc. Write us for catalog now.

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THE GLOBE SPECIAL MACHINERY CO.

JOS. E. SMYTH, Pres. Manufacturers of

PRINTERS', BOOKBINDERS' AND ELECTROTYPERS' MACHINERY

Machinery Rebuilt and Repaired. Day and night force. No delays. Expert mechanics.

Telephone, Monroe 456.

11-19 South Jefferson Street, CHICAGO.

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

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120-130 Sherman Street CHICAGO

INK GLOSS

The kind of gloss that you can add to any kind of printing inks and make them print extremely glossy on any kind of paper. It makes no difference whether it is rough paper or the finest coated stock.

It saves you that "extra impression," and also, to a large extent, prevents offsetting. These are broad statements, but are attested to every day by printers who use my Ink Gloss. \$1.00 per lb.

HAMPTON AULD INK SPECIALTIES
798 MT. PROSPECT AVENUE
NEWARK, N. J.

SUMMER ROLLERS

The VAN BIBBER ROLLER CO.

CINCINNATI, OHIO.

WE MAKE
THE BEST
THAT CAN
BE MADE

We use the latest up-to-date GATLING GUN system in casting, with the finest steel moulds, and make solid, perfect rollers by the best formulas.

Established 1868. Cincinnati is sufficient address in writing or shipping.

PROMPT AND EXPERT

KNIFE-GRINDING SERVICE

We make a specialty of Paper Cutter and Lithograph Stone Knife grinding.
E. C. KEYSER, 300 Dearborn Street, CHICAGO (Phone, Harrison 7594)



CUTS for ADVERTISERS

Our CUT CATALOGUE shows thousands of beautiful and appropriate half-tone and line cuts for booklets, catalogues, circulars, magazines, papers, etc. Over 100 pp., 9 1/2 x 12 1/4, 50 cts. (refunded on \$2 order). **BEAUTY BOOK**—Full-page art pictures from original photographs of sixty-five of the most beautiful women in the world. Electros for sale. 36 cts. Both 76 cts. Stamps taken.

SPATULA PUB. CO., 100 Sudbury Bldg., Boston, Mass.



DURANT
MODEL B
JOB PRESS
COUNTERS

Model B, Job Press Counter

Can be furnished with simple attachments for perfect operation on all sizes and makes of platen presses. Ask us or your dealer for the details.

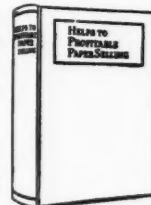
The W. N. DURANT COMPANY, Milwaukee, Wis.

A Modern Monthly—
All About PAPER

THE PAPER DEALER gives the wanted information on the general and technical subject of **Paper**

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. No dollar could be spent more profitably for a year's reading. Printed on enamel book paper.

SPECIAL OFFER—Enclose a dollar bill, or stamps, or money-order, in your letter-head, and remit at our risk, and receive the paper for the year of 1900 and also a copy of our book, "Helps to Profitable Paper Selling."



The PAPER DEALER
155 WASHINGTON STREET, CHICAGO

Quick
Stringing
Saves
Time.
Universal
Loop
Adjustable
from 1/8
to 3/8 of
an inch.

Universal
Wire Loop

Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc. Look Better and Won't Break or Wear Out! Let us send sample and quote you prices.

WIRE LOOP MFG. CO.

(Successors to Universal Wire Loop Co.)

75 Shelby Street

DETROIT . . . MICHIGAN



PATENTED
This cut illustrates one of the various sizes of hangers for books 1/4 to 3 inches in thickness.

Business Builders

"I Can See Results the First Month"
writes a new client in Canada. That's why our printers' advertising service is so popular—it builds business. New color cuts and copy each month. We'll tell you more about it—if you'll listen.
Frank Armstrong Adv. Co. - Des Moines, Iowa



CLEVERLY DESIGNED BLOTTERS ILLUSTRATED IN 3 COLORS
YOU PRINT THEM — SHOW WHAT YOU CAN DO IN YOUR OWN SHOP
OUR Color Designs for printers' blotters furnish the up-to-date printer with a splendid means of advertising his business inexpensively, effectively and productively. They are a credit to the printer and never fail to bring in business. Particulars free. Write today, on your letterhead: **CHAS. L. STILES, Columbus, Ohio**

I'll Be There 5th Annual Convention
Associated Advertising Clubs of America
Louisville, AUG. 25-26-27, '09 **Will You?**

To Users of the Monotype Machine

Our price for Keyboard Paper, with **ROUND PERFORATIONS**, is still **6 CENTS** per pound. Satisfaction guaranteed.

COLONIAL COMPANY - - Mechanic Falls, Maine



PRESS CONTROLLERS

MONITOR AUTOMATIC SYSTEM

Fills All Requirements of Most Exacting Printers.

MONITOR SALES DEPT.

106 South Gay Street, **BALTIMORE, MD.**

DIXON'S Special Graphite No. 635 should be used on Lino-type Space-Bands, Matrices, and wherever there is friction. Write for free sample 157.

JOSEPH DIXON CRUCIBLE CO., Jersey City, N. J.

We Can Serve the Local Printer

With his **SPECIAL WORK**, in large or small runs, promptly, with our newly and fully equipped plant.

WE MANUFACTURE

Cut and Folded Tin Strips for mounting calendars.

We do Tin Mounting for the trade.

We sell Tin Mounting Machines.

We varnish and gum label paper.

We enamel, varnish and gloss postal card views.

Roughing or "Stippling" of the highest grade.

Phone or write for full information.

American Tin Mounting Co. 54 North Clinton Street Chicago, Ill.

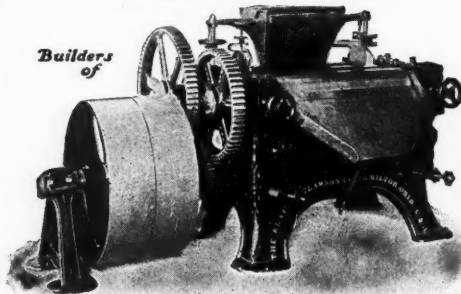
Wanted HALF-TONE PLATES

Am in the market to buy, at a reasonable price, three or four hundred plates, about 8 x 10, covering art subjects, scenery or other interesting matter. Will consider plates of complete books on above subjects.

JOHN S. BAXTER,
356 DEARBORN ST., CHICAGO.

THE BLACK-CLAWSON CO.

HAMILTON, OHIO, U. S. A.



3 Chilled-Iron Roller INK MILLS

Sizes — 6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches.
With or without Hoppers. Solid or Water Cooled.
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

We are Manufacturers of the
Highest Grade of

"LINO"

"STEREO"

"ELECTRO"

"AUTO"

"MONO"

"COMPOSO"

TYPE METAL

"Reg. U. S.

M & E
Pat. Off."

Merchant & Evans Company

(Successor to Merchant & Co., Inc.)

Smelters and Refiners

Philadelphia
New York
Brooklyn
Baltimore
Chicago
Kansas City
Denver



Learn PHOTOGRAPHY, PHOTO-ENGRAVING or THREE-COLOR WORK.

Engravers and Three-color Operators earn \$20 to \$50 per week. Only College in the world where these paying professions are taught successfully. Established sixteen years. Endorsed by International Association of Photo-Engravers and Photographers' Association of Illinois. Terms easy; living inexpensive. Graduates placed in good positions. Write for catalogue, and specify course in which you are interested.
**ILLINOIS COLLEGE OF PHOTOGRAPHY or } 881 Wabash Avenue,
BISSELL COLLEGE OF PHOTO-ENGRAVING } Evingham, Ill.
L. H. BISSELL, President. No Saloons in Evingham.**

EMBOSSING IS EASY

If you use **STEWART'S EMBOSSING BOARD.**

Simple, economical, durable.

Sheets, 6 x 9 inches.

\$1.00 a Dozen, postpaid.

THE INLAND PRINTER CO., 130 Sherman St., Chicago.

SATISFACTION^{AND} CONTENTMENT IN THE USE OF OUR CUTS



THE WILLIAMSON-HAFFNER ENGRAVING CO.

DENVER,

U.S. COLORTYPE PRESS

COLO.

WE FURNISH THIS SUBJECT FOR NEWSPAPER INSERTS.
WRITE FOR THE LARIAT THE BEST ENGRAVING HOUSE ORGAN PUBLISHED

Color Problems Solved



BY THE MARGO SYSTEM the Printer can select in advance with scientific accuracy the color, tint or tone of the ink or inks suitable for any stock or any design. All experimental proving is done away with. Time, worry, expense saved. Do not guess about color. Know about it. To know about color use the Chromatoscope. Write to us about it. "It is practical, correct and simple, and therefore wonderful," users say.

What the
Largest
Engraving
House in the
Country
Thinks of the
Margo
System



This unqualified
endorsement is
the result of
practical ex-
perience with
the Margo
System.

Have You a
Chromato-
scope?

1909 117



S. Crosby-Buck, VICE-PRES.

V.C. Houser, SECR.

Barnes-Crosby Company
E. W. Houser, PRES. & TREAS.

ENGRAVERS
HALFTONES
ZINC ETCHINGS
COLOR PLATES
ILLUSTRATIONS
ELECTROTYPES
PHOTOGRAPHS
PHOTOGRAPHS
CATALOG PLATE
MAKERS

CHICAGO
215 Madison Street

NEW YORK
32 Union Square

ST. LOUIS
214 Chestnut Street

Branch Offices at
Kansas City
Cleveland
Milwaukee
Minneapolis
Cincinnati
Detroit
St. Paul
Chicago
Indianapolis

Chicago, May 27th., 1909.

Philip Ruxton, Inc.

158 E. Harrison St.. Chicago.

Dear Sir:-

I feel it is only fair to tell you how we appreciate your Maratta System of color standardization. It is practical, correct and simple, and therefore wonderful. I feel that you have bridged the chasm between the artist's original color conception and the engraver's and printer's reproduction of it. Its greatest feature in my mind is the fact that it eliminates guess work entirely and makes it possible for a mechanic to produce artistic effects. Since actions speak louder than words, I will dismiss the subject by saying that we have adopted your system and are glad of it.

Very truly yours,

BARNES-CROSBY COMPANY.

Louis Flader
Mgr. City Dept.

L.F.---A

Get in consultation with us. Our consultation with you will save you time, many dollars, and improve your work.

PHILIP RUXTON, Inc.
NEW YORK and CHICAGO.

TONS OF TYPE

HAVE BEEN CAST BY THE
THOMPSON TYPECASTER

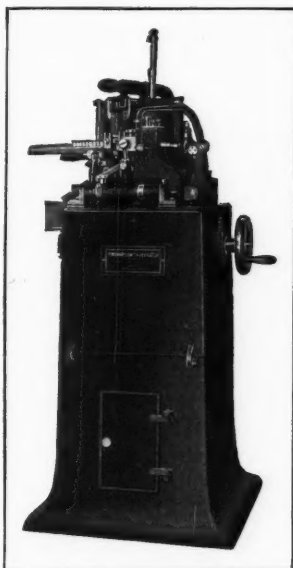
The Cheapest Machine

Price \$1,200.

All sizes of type 5 to 48 point and low quads and spaces are all made in the same mold. Mold bodies cost but \$10 each.

Used in These Offices

*Sears, Roebuck & Co.,
Chicago.
Daily News, Chicago.
Peterson Linotype Com-
pany, Chicago.
Cozzens & Beaton Type-
setting Co., Chicago.*



The Cheapest Matrices

5 to 14 point, \$2 per font.
(Linotype matrices, 300 faces.)
18 to 48 point, \$20 per font.
(Electrotype matrices, our make.)
Low quad matrices, \$5 a body.

Used in These Offices

*Henry O. Shepard Com-
pany, Chicago.
W. B. Conkey Company,
Hammond, Ind.
New York Journal, New
York City.
And other printing houses.*

ASK THEM ABOUT IT

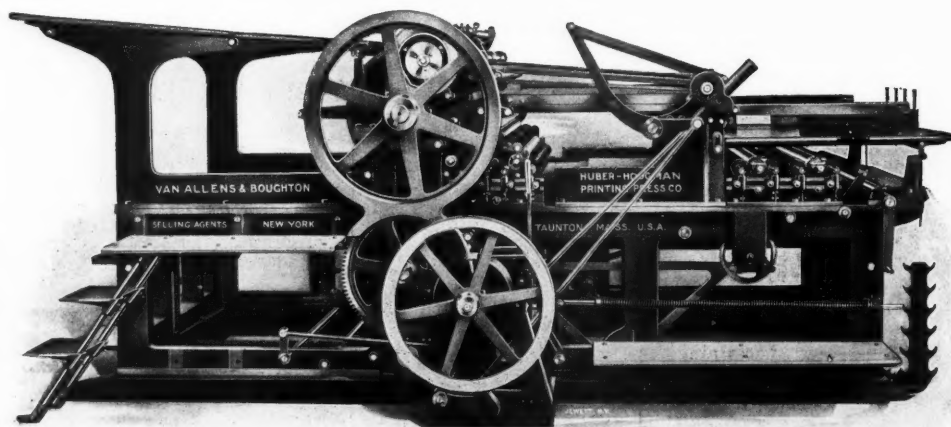
The Only Machine Which Can Successfully Cast Type from Linotype Matrices

The only machine which can cast type from 5 to 48 point.
The only machine which casts all sizes of type in one mold.
We guarantee perfect type and highest rate of production.
Watch for the announcement next month, in these columns,
of our new model with several very important improvements.
Descriptive booklet and sample type will be sent on request.

THOMPSON TYPE MACHINE COMPANY

120-130 Sherman Street, Chicago.

THE HUBER-HODGMAN PRINTING PRESS



PRINT-SIDE-UP DELIVERY IN OPERATION

THE Huber-Hodgman Printing Press is a machine so simple in its construction, so rigid in its build, so absolutely accurate in its register, so efficient in every particular, it makes a friend wherever used. Those who are unacquainted with its merits are the ones from whom we solicit an investigation. The old Huber presses have a well known record for durability on account of the excellent materials used. The Huber-Hodgman is a modern machine in improvement of mechanism, but is made of the same kind of material. It runs almost noiseless, its driving mechanism is the most powerful and efficient made. There is no vibration to this machine because it has an iron base locking the machine together, and will never slide on the floor or shake the building as other presses do. See our four-roller *Pony de luxe*. This machine is not equaled to-day for general excellence. We build two-color presses, perfecting presses, all sizes of two-revolution presses, rotary zinc or aluminum presses. We solicit your consideration.

VAN ALLENS & BOUGHTON

17 to 23 Rose St. and 135 William St., New York.

FACTORY—TAUNTON, MASS.

AGENTS, PACIFIC COAST, PACIFIC STATES TYPE FOUNDRY,
645 Battery Street, San Francisco, Cal.

AGENT, ENGLAND, P. LAWRENCE PTG. MACHINERY CO., Ltd.
57 Shoe Lane, London, E. C.

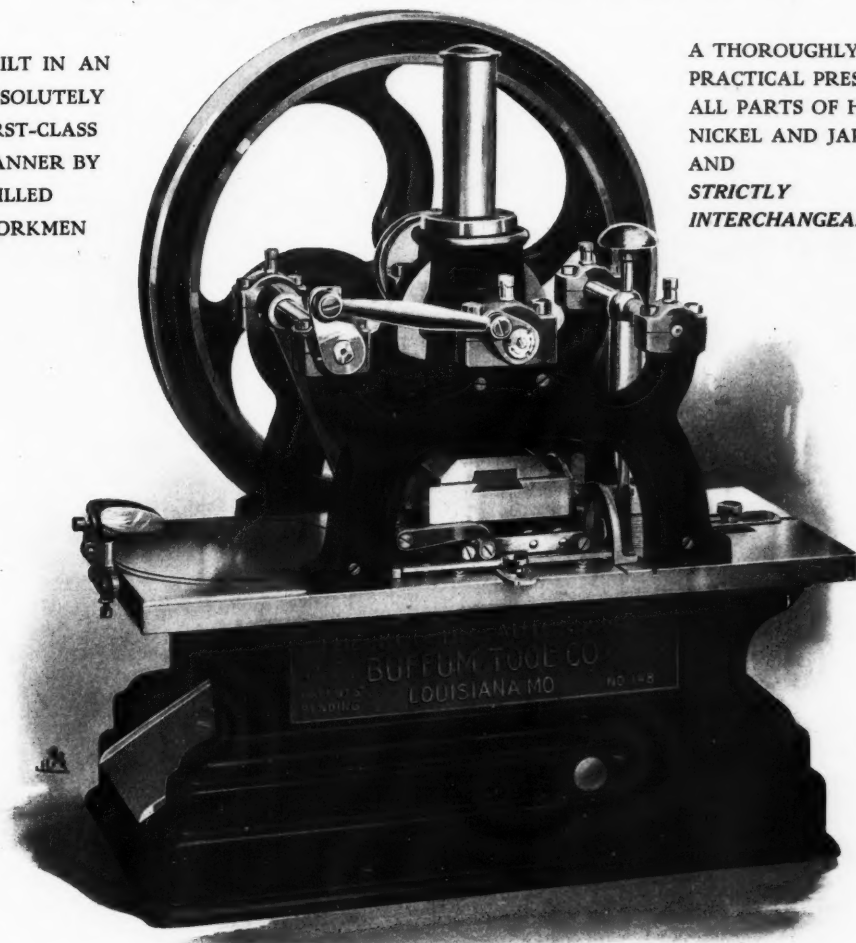
WESTERN OFFICE, 277 Dearborn Street,
H. W. THORNTON, *Manager*,
Telephone, Harrison 801. CHICAGO

BUFFUM AUTOMATIC PRESS

A Triumph in Printing-Press Construction

PRINTS CARDS UP TO AND INCLUDING GOVERNMENT POSTAL SIZE
AT A SPEED OF ABOUT 8,000 IMPRESSIONS PER HOUR


BUILT IN AN
ABSOLUTELY
FIRST-CLASS
MANNER BY
SKILLED
WORKMEN



A THOROUGHLY
PRACTICAL PRESS.
ALL PARTS OF HIGH
NICKEL AND JAPAN FINISH
AND
**STRICTLY
INTERCHANGEABLE**

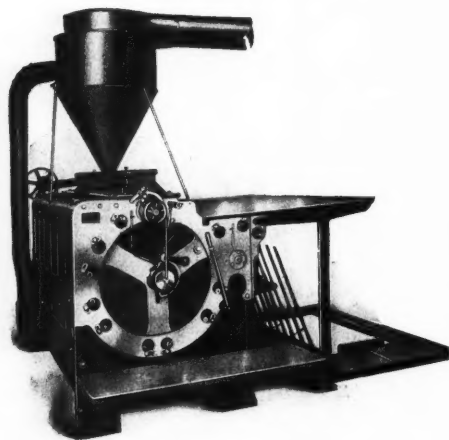
THE BUFFUM AUTOMATIC PRESS is not only a novelty but a well-built and businesslike machine. It prints cards up to and including Government postal card size, and feeds the same automatically from the bottom. The motor is set for a maximum speed of about 8,000 impressions per hour. It has removable chase and tympan and our special rapid impression-regulating device, making possible the very rapid delivery of work. The press is equipped with fountain and impression counter, and is so arranged that it can be operated by hand or motor power, or both, as may be desired. All parts are strictly interchangeable and of high nickel and japan finish. A complete equipment goes with each press. Write for full particulars and prices.

MANUFACTURED BY

BUFFUM TOOL COMPANY  **Louisiana, Mo.**

Makers of High-Grade Tools for High-Grade Workmen

U. P. M. Vacuum



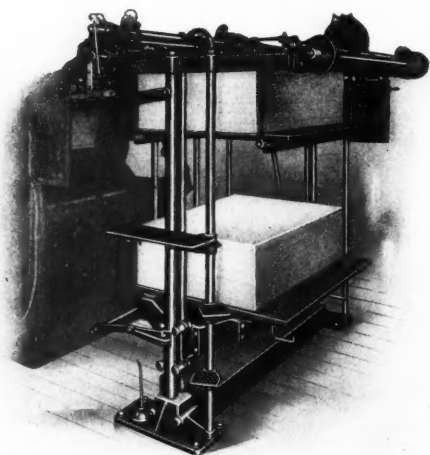
Bronzing Machine

RADICAL DEPARTURE
FROM OLD METHODS

Saves Bronze
Increases Product
Decreases Cost

The disagreeable feature of bronze dust about the pressroom successfully overcome.

U. P. M. Continuous



Pile Feeder

Has all the advantages of both Pile
and Continuous Feeding Machines

No Climbing : No Wedging
No Stops for Loading

Demonstrates the practicability of
short runs for an automatic feeder.

The DOUBLE ELEVATOR supplies a means for making the second impression without loss of time.

United Printing Machinery Co.

246 Summer Street, BOSTON

12-14 Spruce Street, NEW YORK

WESTERN AGENTS
WILLIAMS-LLOYD MACHINERY Co.
337 Dearborn St., Chicago, Ill.



CANADIAN AGENTS
TORONTO TYPE FOUNDRY Co., Ltd.
70 York St., Toronto, Canada

Important Notice

We wish to announce that we have taken hold of the **Unitype Typesetting Machine**, and shall place it upon the market in extraordinary numbers.

This we are enabled to say because of certain recent, and extremely valuable, developments with respect to this machine, which our *thorough* knowledge of the machine composition situation has enabled us to bring about.

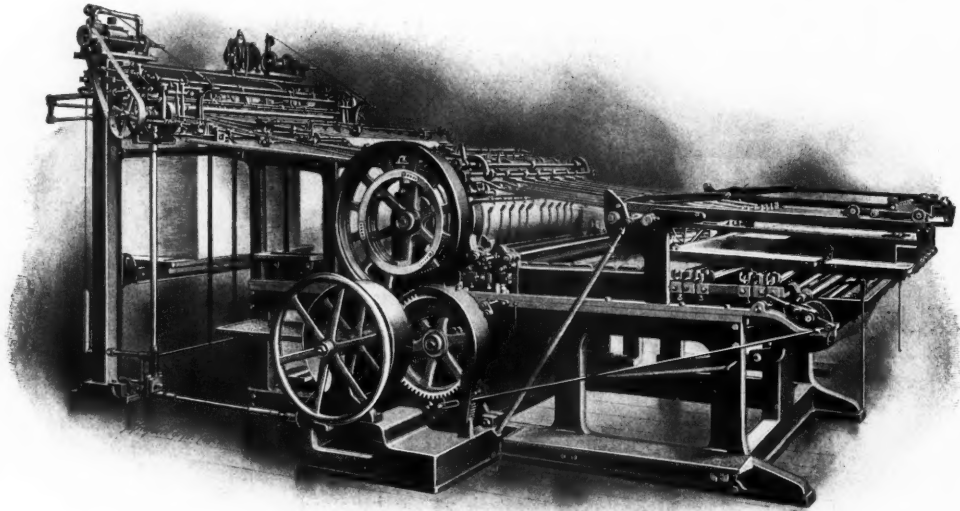
The new Unitype will not be offered until July 15th; but one may be seen in operation at our offices on and after July 1st.

Wood & Nathan Company

Number 1 Madison Avenue

New York City

Fuller Folders and Feeders

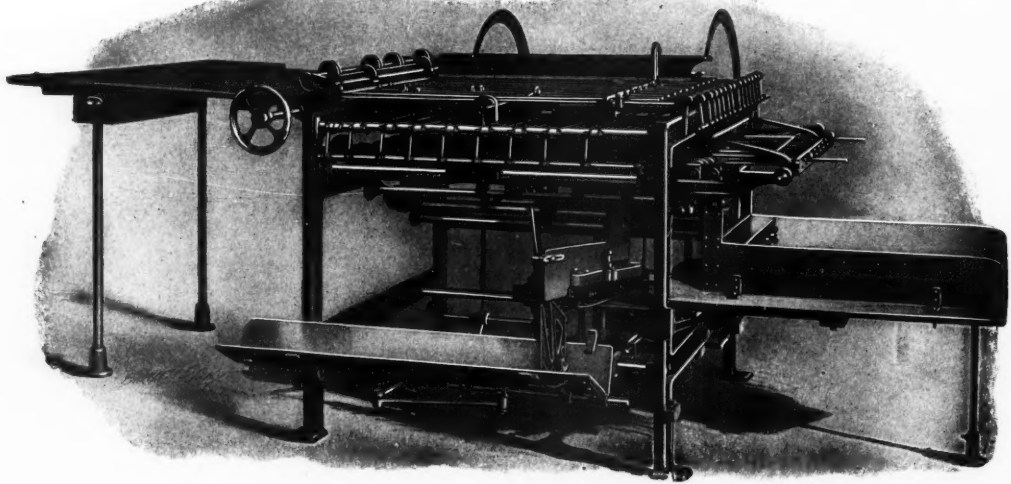


FULLER AUTOMATIC FEEDER FOR PRINTING PRESS

We guarantee an increase in production of ten to twenty-five per cent over hand feeding, absolutely perfect register and a saving in wastage of paper.

We make Automatic Feeders for all kinds of machines designed to handle paper in sheets.

THOUSANDS IN SUCCESSFUL OPERATION.



FULLER COMBINATION JOBBING FOLDER

Handles sheets from 12 inches by 16 inches to 38 inches by 50 inches in any weight of paper without wrinkling or buckling. Folds and delivers 8, 12, 16, 24 and 32 pages. Book or Periodical Imposition. Also long 16's, 24's and 32's two or more "on."

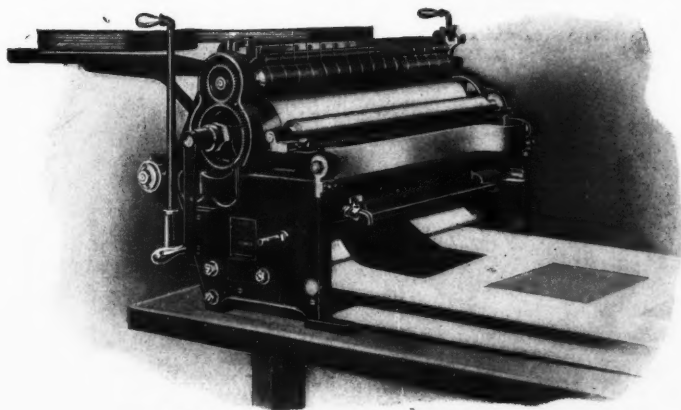
E. C. FULLER COMPANY

Fisher Building
CHICAGO

28 READE STREET
NEW YORK

WORKS
NEW HAVEN, CONN.

The Smyth Gluing Machine



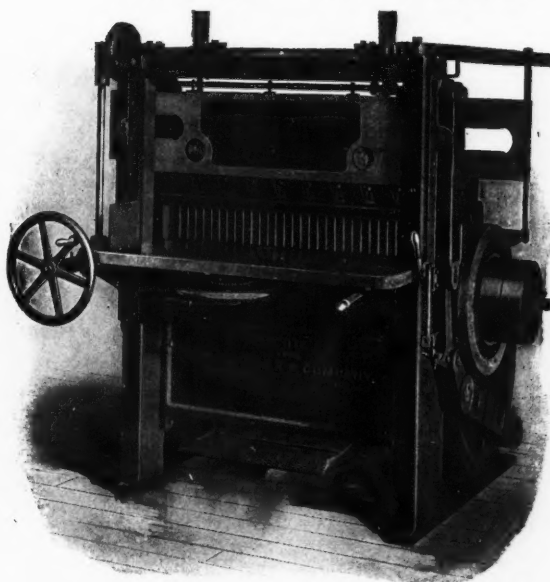
MADE BY SMYTH MFG. CO., HARTFORD, CONN.

Built on scientific and practical principles. Uses hot or cold glue, paste, dextrine or mucilage. Absolutely uniform application of any of the above materials. Automatic delivery of glued or pasted fabric, moist side up to conveyor. SIMPLE, RAPID AND EFFECTIVE.

SOLE SELLING AGENTS

CHICAGO E. C. FULLER COMPANY NEW YORK

The White



Rapid

Powerful

Accurate

Automatic Clamp

Hand Clamp

Foot Clamp

THE BEST PAPER CUTTER EVER PRODUCED

FISHER BUILDING
CHICAGO

E. C. FULLER COMPANY

28 READE STREET
NEW YORK

What Are You Selling, Mr. Printer?



Are you getting real money for the real *results* you are able to produce, or are you working against the stiff competition that deals in typesetting, presswork and a percentage on the stock?

If you are competing in this way, *now* is a good time to stop, and the way to do it is to *give your customer something the other fellow hasn't figured on.*

There is good money in the printing business, but you can't get it out by cutting prices. It is far easier to get more for your work and give more for the money at the same time, if you will simply know a little more about type and paper possibilities than your competitor.

One way you can put yourself in line to make bigger and easier profits the coming year is to familiarize yourself with the *economical effectiveness* of our line of BUCKEYE COVERS.

Get a full line of Buckeye Samples from any of the following jobbers, or of us, and let them prove to you that Buckeye is "better than any other cover at anywhere near the price, and *better for more purposes* than any other cover *regardless of price*":

- BUFFALO, N. Y.—The Alling & Cory Co.
- CHICAGO, ILL.—James White Paper Co. (Ulster Covers*).
- CINCINNATI, OHIO {
 - The Chatfield & Woods Co.
 - The Whitaker Paper Co. (Highland Covers*).
 - The Cincinnati Cordage & Paper Co. (Psyche Covers*).
 - The Diem & Wing Paper Co.
- CLEVELAND, OHIO—The Union Paper & Twine Co.
- COLUMBUS, OHIO—The Central Ohio Paper Co. (Montrose Covers*).
- DAYTON, OHIO—The Keogh & Rike Paper Co.
- DETROIT, MICH.—The Union Paper & Twine Co.
- INDIANAPOLIS, IND. {
 - C. P. Lesh Paper Co.
 - Indiana Paper Co.
- NASHVILLE, TENN. {
 - The Whitaker Paper Co. (Highland Covers*).
 - Graham Paper Co. (Peerless Covers*).
- PITTSBURG, PA. {
 - The Alling & Cory Co.
 - The Chatfield & Woods Co.
- ROCHESTER, N. Y.—The Alling & Cory Co.
- ST. LOUIS, MO.—Graham Paper Co. (Peerless Covers*).

NOTE.—We are almost ready to take up the "BUCKEYE SUGGESTION CAMPAIGN," which was stopped by the postoffice department some time ago, and we want the name of every progressive printer who is willing to be shown how he can make more money with less competition. Write us if you want to be on our list.

The Beckett Paper Company

Makers of Good Paper in
Hamilton, Ohio, since 1848

*Private brand name.

A Pen Stroke Today Saves You \$50



On JULY 15th the price of

The MILLER "Special-Purpose" Saw-Trimmer

The Miller
"SPECIAL-PURPOSE"
is identical with the well-known "Universal"
type, except that the table-elevating mechanism is lacking, and the output is therefore confined to

**SAWING
TRIMMING
MITERING**

FOR CUTTING SLUGS
FOR SQUARING CUTS
FOR CUTTING RULE
Sawing and Trimming
to point measure,
mitered or straight,
at a single operation.



ADVANCES from \$150.00 to \$200.00

Now \$150

By accepting our free trial offer before that date, you can enjoy thirty days' free use of the machine, and should you decide to keep it, save fifty dollars on its cost.

**But AFTER
JULY 15th**

July 15th positively marks the termination of our introductory price of \$150.00. To secure this special figure you must get your request for free trial to us before that date.

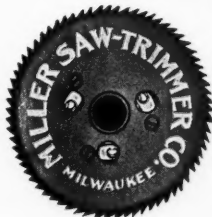
\$200

We urge you to do so. You risk nothing and incur no obligation.

Under the terms of our offer, you are permitted to try out this machine for thirty days under your own shop conditions and decide for yourself whether or not its savings in time and labor will make it prove a profitable investment.

You decide. If adversely, back it comes without a murmur from us.

Get to us or to your supply house with the order today. It means \$50.00 saved to you, and the risk all on us.



Miller Saw-Trimmer Co., Milwaukee

Request For Free Trial

Miller Saw-Trimmer Co.
MILWAUKEE

1909.

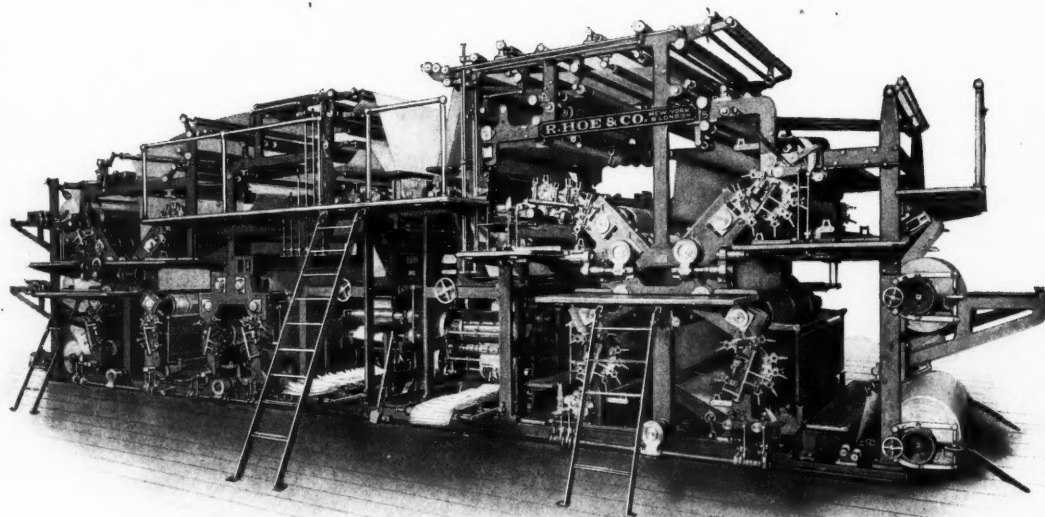
You may send us a Miller "Special Purpose" Saw-Trimmer on 30-days free trial F. O. B. Milwaukee. We agree to give same a fair trial and if satisfactory will accept the machine. If not satisfactory we will notify you at once and crate and deliver same in good condition F. O. B. Cars.

Name _____

Address _____

DECUPLE NEWSPAPER PRESS WITH NEW LIGHTNING FOLDER, PAPER ROLL FEEDING DEVICES, PATENT TUBULAR CYLINDERS AND OTHER IMPROVEMENTS

THE LATEST AND BEST IN PRESS CONSTRUCTION



ONE OF 12 MACHINES ORDERED BY A CUSTOMER

PRINTS PAPERS AT A RUNNING SPEED OF 20,000 REVOLUTIONS OF THE CYLINDERS PER HOUR, OR 66 $\frac{2}{3}$ PER CENT FASTER THAN THE SPEED OF 12,000 REVOLUTIONS, STANDARD FOR MANY YEARS.

THE PATENTED CENTRAL FOLDER DESIGN SAVES 30 PER CENT FLOOR SPACE. HIGHEST POINT FROM FLOOR, 9 FEET. CAN BE USED WITH OR WITHOUT ANGLE BARS. THE INK FOUNTAINS, PLATE CYLINDERS AND ALL OTHER PARTS ARE MOST ACCESSIBLE.

GUARANTEED CAPACITY PER HOUR

<i>Running as a Five-Roll Press</i> (No sheet passing over a bar)	<i>The Sextuple End, Running Independently</i>	<i>The Quadruple End, Running Independently</i>
160,000 4, 6, 8 or 10 pages, inset	80,000 4, 6, 8, 10 or 12 pages, all inset	80,000 4, 6 or 8 pages, all inset
120,000 12 pages, inset	40,000 14, 16, 18, 20, 22 or 24 pages, all inset	40,000 10, 12, 14 or 16 pages, all inset
80,000 14, 16, 18 or 20 pages, inset	40,000 16, 20 or 24 pages, collected	40,000 12 or 16 pages, collected
80,000 16 or 20 pages, collected	20,000 28, 32, 36, 40 or 48 pages, collected	40,000 20, 24, 28 or 32 pages, collected
60,000 24 pages, collected		
40,000 28, 32, 36 or 40 pages, collected		

R. HOE & CO.

504-520 GRAND STREET, NEW YORK

ALSO AT

7 WATER STREET
BOSTON, MASS.

143 DEARBORN STREET
CHICAGO, ILL.

160 ST. JAMES STREET
MONTREAL, QUE.

109-112 BOROUGH ROAD
LONDON, S. E., ENG.

8 RUE DE CHATEAUDUN
PARIS, FRANCE



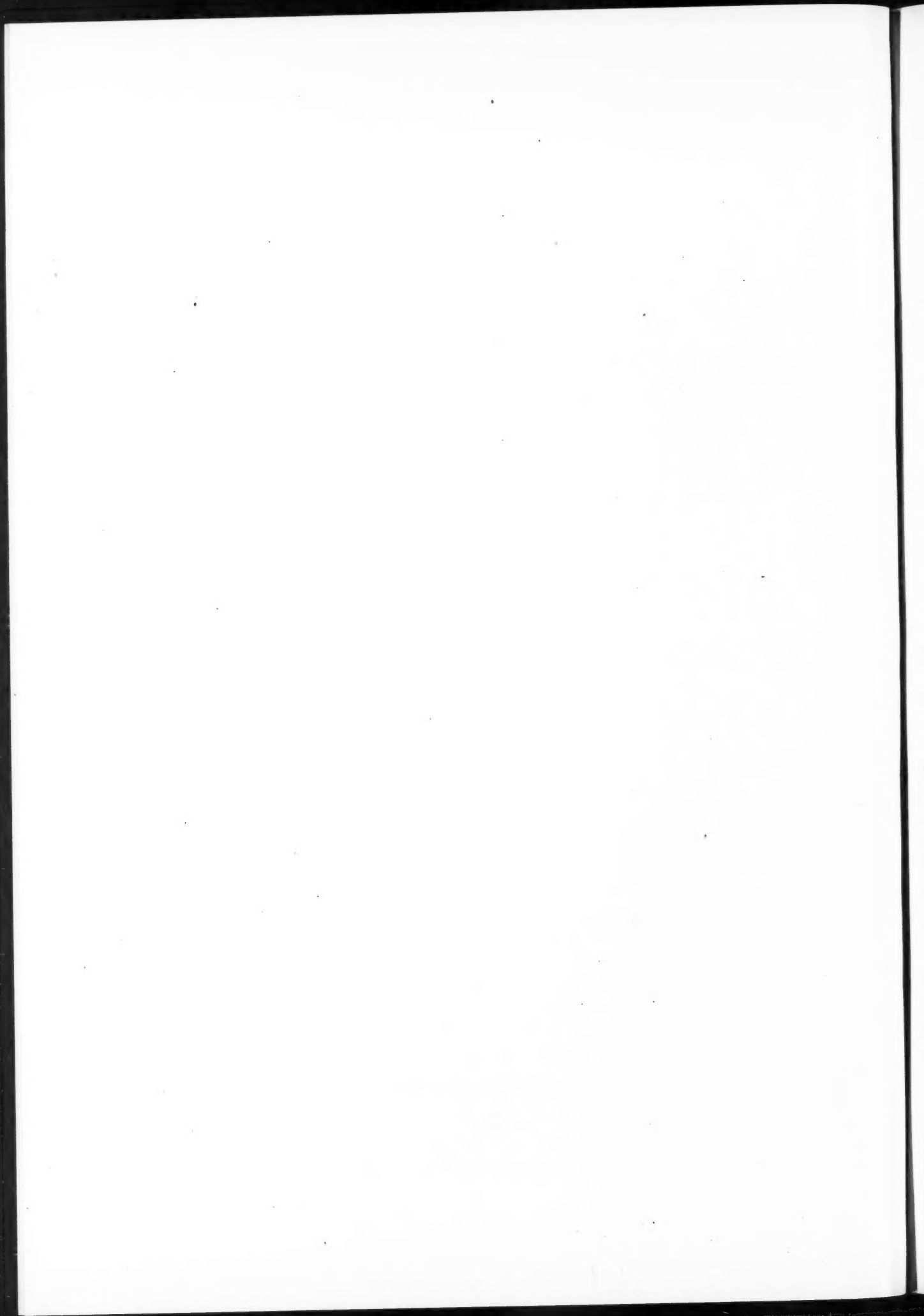
RAPIDS ABOVE THE UPPER FALLS OF THE YELLOWSTONE
OREGON SHORT LINE RAILROAD



PULPIT TERRACES, YELLOWSTONE NATIONAL PARK
OREGON SHORT LINE RAILROAD

Color Plates and Printing by
The Williamson-Hafner Engraving Co.
United States Colortype Press
Denver, Colorado

Printed with Photo Chromic Colors
Manufactured by
The Ault & Wiborg Company,
Cincinnati, New York, Chicago,
St. Louis, Toronto, London.



Established
1844



Incorporated
1878

Dennison's

Business Boomers for Printers

The Printer who takes advantage of the world-wide reputation of Dennison is the one who gets the lion's share of the printing in his locality.

Tags, of course, form a big business connection between the Printer and Dennison, but Dennison also makes other things that are of as great importance to the trade as tags.

Dennison "Quality," as exemplified by Dennison's Tags, goes far towards landing an order when specified in the quotations.

It is equally inherent in all Dennison products, and means to every printer a better class of trade, a bigger trade, repeat orders, a good profit and a reputation for doing high-grade work. Among Dennison's Business Boomers for Printers are

Dennison's

TAGS
GUMMED PAPER
PIN TICKETS
ROUND CHECKS
GUMMED LABELS
RESTAURANT CHECKS
DUPLICATE CHECKS
GLUE, PASTE AND MUCILAGE
GUMMED INDEX TABS
GUMMED CORNERS
ADHESIVE TAPE
GUMMED CLOTH TAPE

MAILING CARDS
BANK NOTE BANDS
COIN WRAPPERS
BILL STRAPS
PAPER CLIPS
EYELET SETS AND PUNCHES
EYELETS
SUSPENSION RINGS
OF PAPER AND CLOTH
GUMMED LETTERS
AND FIGURES
SUSPENSION HOOKS

TICKET PINS AND
CARD HOLDERS
SEALING WAX
PAPER FASTENERS
AND WASHERS
SELF-PIERCING FASTENERS
PIN FASTENERS
WIRE SHANKS
GUMMED PATCHES
PAPER FASTENER PRESSES
STAPLE PRESSES
MCGILL'S FASTENERS
PAPER BOXES

Remember—Dennison "Quality" is a valuable asset to any Printer. Let us quote you on any of the above-mentioned goods. Full information and prices on request. Address

Dennison Manufacturing Company

The Tag Makers

BOSTON,
26 Franklin St.

CHICAGO,
23 Randolph St.
(A New Dennison Store)

NEW YORK,
15 John St.
Up-town Store, Twenty-Seventh St.,
Bet. 5th Ave. and Broadway.

PHILADELPHIA
1007 Chestnut St.

ST. LOUIS,
413 North 4th St.

The New Proofing Press

The Vandercook Press is designed for taking perfect and rapid proof copies of type forms or engravings, and for printing limited editions of fine work.



The 10x17 Vandercook Proof Press.

It is a departure from methods in vogue and hitherto unimproved for the past hundred years, and meets a long-felt want in every up-to-date printing office.

The first Vandercook Press was built in Chicago the middle of last February, and now the presses are in use in many of the best-equipped offices.

The Reason for this phenomenal progress is that the Vandercook Press is the best machine ever made for the purpose, and purchasers have not hesitated to tell others the facts.

Prices, with Complete Equipment — Iron Stand, Ink Table, Brayer, Etc.:

For platen	7x11,	\$ 60;	shipping weight	250 pounds
"	8x14,	85;	"	450 "
"	10x17,	125;	"	550 "
"	11x25½,	160;	"	900 "

The following are copies of letters sent by buyers of the press in response to inquiries:

From The Henry O. Shepard Co.
120-130 Sherman Street, Chicago.

We have found the Vandercook Proof Press a time-saver in that the platen is brought in operation with one movement. We find it gives a powerful impression—but a regulated impression such as is given by a cylinder press.

In proving electrotypes it shows the plates as they will appear on the cylinder, and corrections may be made and bad letters changed before locking up, thus avoiding holding the press for such defects, which usually do not show in the soft proofs made by the electrotypes foundries.

Half-tone and other cuts are well proved with regulated impression on the Vandercook Press. We are well satisfied with it.

Yours very truly,
The Henry O. Shepard Co.
P. R. Hilton, Pres.

From the Review Printing and Embossing Co.
327-329 Dearborn Street, Chicago.

Yours of the 27th, in regard to the Vandercook Proofing Press, received, and in reply would say that the machine is giving us the best of satisfaction and is doing all that is claimed for it. It is a great-time saver, and also a type-saver.

Very respectfully yours,
Review Printing and Embossing Co.
By H. L. Schmidt, Pres.

From S. D. Childs & Co.
200 S. Clark St., Chicago.

The Vandercook Press is all that is claimed for it. The quality of work that it does is greatly superior to that done on any other proofing press. The method of construction shows that the press is practically indestructible. After a little practice in operation a workman of the average intelligence can easily do twice the amount of work on it that the most expert can do on the Washington hand press.

We consider our press one of the best investments we have ever made in printing machinery.

S. D. Childs & Co.

From Toby Rubovits
319 to 327 Fifth Ave., Chicago.

R. O. Vandercook,
194 Fifth Avenue, Chicago, Ill.:
Dear Sir—The proof press you installed has been an advantage to our composing-room from the first day.

It does all the work you claimed for it in a satisfactory manner. Respectfully yours,
Toby Rubovits.

From Faulkner-Ryan Co.
66-74 Sherman St., Chicago.

Replying to your letter of the 27th ult., for which we apologize for not answering before, we beg to say regarding the Vandercook Proofing

Press that we consider it one of the best time-savers that has ever been conceived for use in composing-rooms. It is capable of furnishing a first-class proof, and the beauty of the whole thing is that it is done in such a remarkably short space of time.

We have not had our machine in long enough to arrive at the exact saving which we would attribute to the machine, but we think we can say there is a saving of at least 25 cents per man per day. We predict that before long this machine will be in use in all printing offices where they value time as an expense.

Yours very truly,
Faulkner-Ryan Co.
Per M. Faulkner.

From Cozzens & Beaton Typesetting Co.
45-47 Plymouth Place, Chicago.

Answering your letter of May 27th in regard to the Vandercook Proof Press, would say that we are thoroughly satisfied with the two presses we have been using in our office. We find that they do all the work we were getting from our Washington hand press with a decided saving in time.

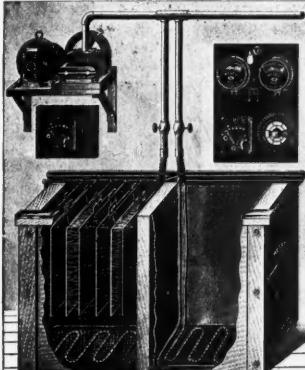

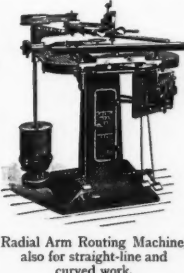
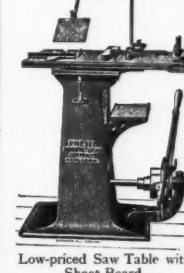

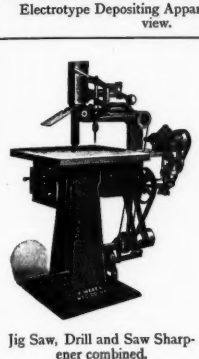


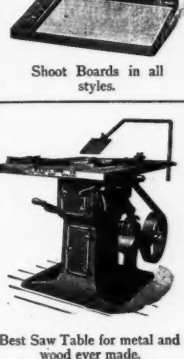
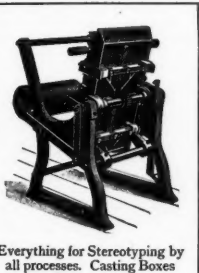
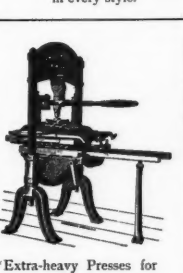
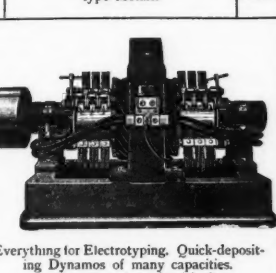


The best evidence of our endorsement of the press is that we have sold our Washington hand press and purchased two of the Vandercook Presses.

Very truly yours,
Cozzens & Beaton Typesetting Co.
F. B. Cozzens, Manager.

Write for sample proofs and discounts. Address

THE VANDERCOOK PRESS
194 FIFTH AVE., CHICAGO.

EVERYTHING FOR PLATEMAKING

 <p>Electrotype Depositing Apparatus—sectional view.</p>	 <p>Trimming Machine. Several styles.</p>	 <p>Radial Arm Routing Machine, also for straight-line and curved work.</p>	 <p>Low-priced Saw Table with Shoot Board.</p>	 <p>Photo-Engravers' Printing Lamps. Several styles.</p>
 <p>Jig Saw, Drill and Saw Sharpener combined.</p>	 <p>Stereotypers' Steam Tables in every style.</p>	 <p>Metal Pots and Furnaces for Stereo, Electro and Linotype Metals.</p>	 <p>Photo-Engravers' Beveling Machines.</p>	 <p>Best Saw Table for metal and wood ever made.</p>
 <p>Everything for Stereotyping by all processes. Casting Boxes of every size.</p>	 <p>Extra-heavy Presses for proofing plates.</p>	 <p>Everything for Electrotyping. Quick-depositing Dynamos of many capacities. Complete plants furnished.</p>	 <p>Low-Priced Metal Pots for coal or gas.</p>	 <p>All-iron Make-up Tables. Other styles of make-up tables.</p>

Please Remember This: **WESEL'S PLATEMAKING PLANTS** embody the latest, best and quickest processes.

WESEL manufactures are leading all over the world. **WESEL** makes and sells **EVERYTHING** used by photo-engravers, electrotypers and stereotypers, and supplies more plants than any three other houses. **Let WESEL estimate on your requirements;** be abreast the times; there have been wonderful advances in platemaking processes, some of which can only be obtained from **WESEL**, who alone equips for all processes. Send for the catalogue you want—(1) Photo-engraving, (2) Electrotyping, (3) Stereotyping, (4) Printing Machinery and Materials.

F. WESEL MANUFACTURING CO. Main Office and Factories 70-80 Cranberry St., BROOKLYN

NEW YORK, 10 Spruce Street

CHICAGO, 329 Dearborn Street

PHILADELPHIA, 712 Mutual Life Building

WESEL'S OLD LINE IS PRINTING MATERIALS OF WESEL QUALITY

"How Much Did the Job Cost, and What Was Your Profit?"

AT the solicitation of numerous representative printing houses of the United States and Canada, the *Inland Printer Technical School* announces the addition to its courses of study of a department of

COST ACCOUNTING FOR PRINTERS

The department is in charge of thoroughly experienced cost accountants, who have made a close study of this, *the most important branch of the printing business.*

The Cost-Accounting Course is designed not only for employing printers, who desire to place their business on a sound commercial basis, but it is of the greatest benefit to the ambitious worker, because it shows him how to successfully handle costs. It shows him how to go into business for himself and make a success of it if he is properly prepared—and, inversely, it will show him clearly the dangers in the path, and deter him from engaging in business for himself on a cut-price basis.

The whole subject of Cost Accounting, so far as it relates to the printing business, is covered by the Course. Among the subjects taught are:

Bookkeeping for the Printer	Average Costs by Totals
Order Entry System	Average Costs by Departments
Cost Accumulating	Stock Keeping
Calculating and Recording Costs	Perpetual Inventory
Filing for Handy Reference	Overhead Expenses
Costs by Departments	Department Expenses
Costs of Completed Work	Office and Selling Expenses
Costs of Stock Work	
Proper Application of the Percentage Principle	
Inventory and How to Take It for Cost Purposes	

The Course of Cost Accounting for Printers may be taken personally or by correspondence. The value of the instruction is the same in either case, the Correspondence Course occupying a longer time.

The fee includes individual instruction by expert accountants who are highly specialized in the printing business; copy for all books, blank forms, time tickets, etc., so that the student-printer can establish the system himself at once, and work it successfully.

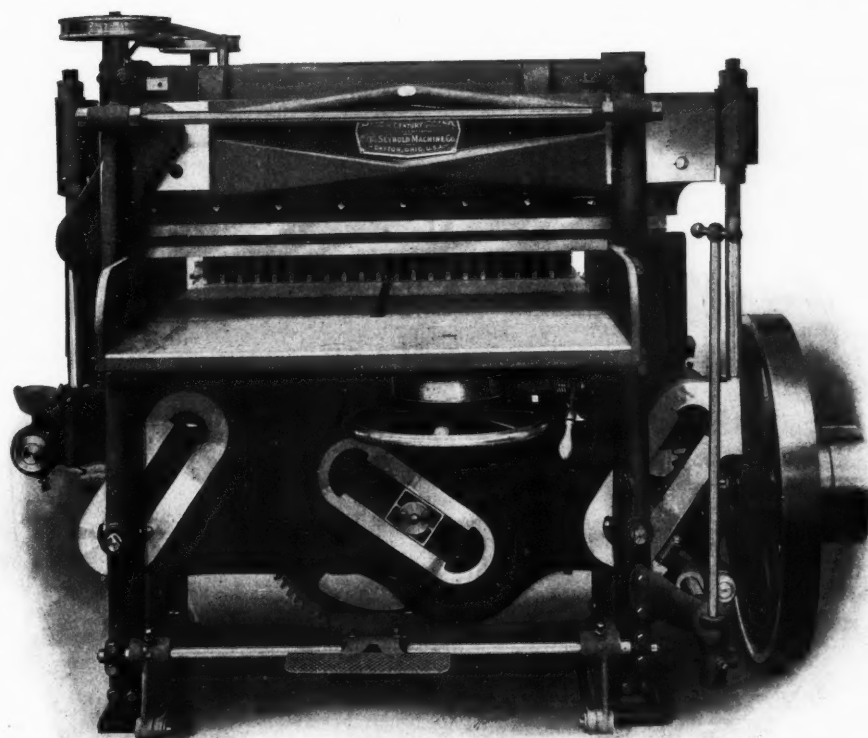
The system is very simple. It has been perfected after years of experiment. It has been tested and re-tested and has met with the approval of the best authorities in the printing business. The system we teach will enable *any printer to tell instantly and definitely* just where he stands *without any guesswork.*

Method digests the matter that industry collects. Without it no business can be carried on successfully. Great success in life only comes to the very few—and they are invariably Men of Method.

The Department of Cost Accounting provides a means whereby every printer can tell the condition of his business, and Where and How to give it *New Life.*

**COST DEPARTMENT, INLAND PRINTER
TECHNICAL SCHOOL**
120-130 Sherman Street, Chicago

The Seybold 20th Century



- ¶ The machine that will do ABSOLUTELY PERFECT work.
- ¶ The machine that positively CAN NOT repeat.
- ¶ The machine built for fast, heavy cutting.
- ¶ The standard by which other cutting machines are judged.

Write for Descriptive Circulars and Prices.

THE SEYBOLD MACHINE COMPANY

Main Office and Factory, DAYTON, OHIO
NEW YORK :: CHICAGO :: SAN FRANCISCO

THE J. L. MORRISON CO.
Canada Agents
Toronto

F. A. VENNEY & CO.
Southwestern and Mexican Agents
Dallas, Texas

J. H. SCHROETER & BRO.
Southern Agents
Atlanta, Georgia

CANADIAN-AMERICAN MCHRY. CO.
European Agents
London, E. C., England

CUT CARDS

It is just as important that you exercise discrimination in the purchase of CUT CARDS as in ordering Flats, Book or any other kind of Paper.

We manufacture our own Cut Cards and consequently are not obliged to rely upon the supervision of others, and are enabled to maintain a uniformity throughout each grade. It rests entirely with us to know what pleases our customers and we insist that our Cut Cards be made to answer their requirements.

Our complete set of Cut Card samples places you in touch with the best the market affords. *Write for it.*

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER COMPANY.....	Milwaukee, Wis.
BENEDICT PAPER COMPANY.....	Kansas City, Mo.
SOUTHWESTERN PAPER COMPANY.....	Dallas, Tex.
SOUTHWESTERN PAPER COMPANY.....	Houston, Tex.
PACIFIC COAST PAPER COMPANY.....	San Francisco, Cal.
SIERRA PAPER COMPANY.....	Los Angeles, Cal.
OAKLAND PAPER COMPANY.....	Oakland, Cal.
CENTRAL MICHIGAN PAPER COMPANY.....	Grand Rapids, Mich.
MUTUAL PAPER COMPANY.....	Seattle, Wash.
AMERICAN TYPE FOUNDERS COMPANY.....	Spokane, Wash.
AMERICAN TYPE FOUNDERS COMPANY.....	Vancouver, B. C.
NATIONAL PAPER & TYPE COMPANY (Export Only).....	New York City.
NATIONAL PAPER & TYPE COMPANY.....	City of Mexico, Mex.
NATIONAL PAPER & TYPE COMPANY.....	City of Monterey, Mex.
NATIONAL PAPER & TYPE COMPANY.....	Havana, Cuba.

J.W. Butler Paper Co.
Chicago

ESTABLISHED
1844

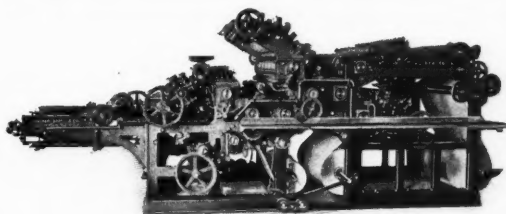
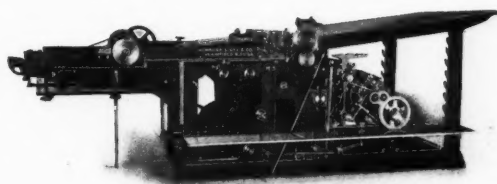


Big Money-Makers

The Rotary Presses shown below are the best investments for the large edition printer. They are suitable for all kinds and sizes of work and produce the largest quantities at minimum cost. Send us samples and data of your work and we will tell you all about the most suitable press and its capacity, price, etc.

The SCOTT SHEET-FED ROTARY TWO-REVOLUTION PRESS

Prints on one side of flat stock same as the regular two-revolution press, but at twice the speed. Will do finest half-tone and colorwork. Made in three sizes and in single and multi-color patterns.



The SCOTT ALL-SIZE ROTARY PERFECTING PRESS

This is the famous Scott All-Size Machine of which over thirty are in successful operation. They will handle any size job profitably, and are always busy as there is no waiting for jobs to "fit the press." Made

in three sizes and numerous styles to suit all conditions and requirements. We are now furnishing these presses with All-Size Rotary Folders in addition to the flat delivery. Write us about them.

We manufacture Rotary Offset, Flat-Bed and Rotary Lithographic, Drum Cylinder, Two-Revolution, Flat-Bed Perfecting, Sheet-Fed Rotary, All-Size Rotary, Magazine Rotary and Newspaper Rotary Printing-Presses, as well as Electrotypes and Stereotype Auxiliary Machinery.

"Tell Us Your Requirements—We Have the Press"

WALTER SCOTT & CO.

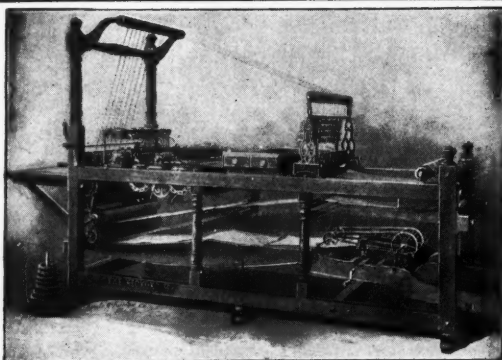
NEW YORK OFFICE
41 PARK ROW

— DAVID J. SCOTT, General Manager —

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO OFFICE
MONADNOCK BLOCK



Style 3 Duplex O-A Automatic Striker Ruling Machine

HICKOK Paper-Ruling Machines AND Ruling Pens *Bookbinders' Machinery*

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.

ESTABLISHED 1844

INCORPORATED 1886



THE ROBERT DICK MAILER

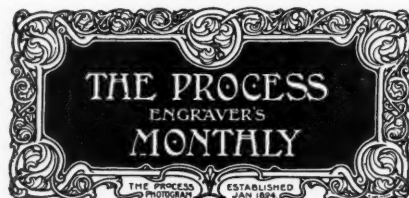
Combines the three great essentials to the publisher: **SPEED—SIMPLICITY—DURABILITY.** ¶ Experts address with our machines 8,556 papers in one hour.

¶ SO SIMPLE a month's practice will enable ANY operator to address 3,000 an hour. ¶ Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. ROBERT DICK ESTATE • 139 W. Tupper St., Buffalo, N. Y.

Founded and Edited by H. SNOWDEN WARD, F. R. P. S.
Established January, 1894.



Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, \$2 per annum.

DAWBARN & WARD, LTD., 6 Farrington Ave., LONDON, E. C.
AMERICAN AGENTS:

MESSRS. SPON & CHAMBERLAIN, 123 Liberty Street, NEW YORK

A New Place to Shoot and Fish

**GRAND
TRUNK
RAILWAY
SYSTEM**



Temagami

Northern Ontario, Canada

—a new territory now reached by rail—the country of the canoe, the camper's paradise.

Fish for black bass, speckled trout and lake trout—the gamiest fish that swim. Shoot moose, deer, bear, partridge and other game during the hunting season.

Bring your camera—the scenery is wild and magnificent.

In this pure, pine-perfumed air, hay fever is unknown.

A booklet telling you all about it, handsomely illustrated, sent on application to

G. W. Vaux, 917 Merc. Loan & Trust Co., Chicago

F. P. Dwyer, 290 Broadway, New York

E. H. Boynton, 360 Washington St., Boston


W. Robinson, 506 Park Building, Pittsburg

G. T. BELL, G. P. & T. A.

Montreal

W. E. DAVIS, P. T. M.

Montreal



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z & W M CRANE
 Dalton Massachusetts USA

EIGHT HOURS OR NINE HOURS?

If your plant is running fifty-four hours a week, or forty-eight hours a week, we can cut the time of figuring your pay-roll to the minimum, and greatly lessen the liability to error.

Nine-hour-a-day Wage Calculator shows the amount for every quarter hour from one-quarter hour to a full week of fifty-four hours, calculated for each quarter dollar of wages from \$1.00 to \$25.00 a week **Price, \$3.00**

Eight-hour-a-day Wage Calculator shows amount for every quarter hour from one-quarter hour to a full week of forty-eight hours, calculated for each half dollar of wages from \$3.00 to \$30.00 a week **Price, \$3.00**

Either book will save its cost in figuring one pay-roll. Sent postpaid on receipt of price by

The Inland Printer Company

120-130 SHERMAN STREET, CHICAGO
 1729 TRIBUNE BUILDING, NEW YORK

The American Steel & Copper Plate Co

116 NASSAU STREET, NEW YORK

HEADQUARTERS FOR PHOTO-ENGRAVERS' SUPPLIES

LAKE SUPERIOR COPPER SATIN FINISH BRAND

Standard
 Dragons Blood
 Pink
 Topping Powder
 Russell
 Etching Powder
 Perfection
 Etching and Film Inks
 Superior Charcoal



Le Pages
 Clarified Glue
 Extra Quality
 Proving Inks
 Louis De Jongs
 Proving Papers
 Rubber Bound
 Bristle and Camels Hair
 Brushes

REQUISITE AND IDEAL PRINTING FRAMES

BRANCHES

97 QUEEN VICTORIA STREET, E. C.
 LONDON, ENG.

358 DEARBORN STREET
 CHICAGO, ILL.

What is Your Answer To This Equation?

1 Man + 2 Cartwrights = 8 Men + 8 Presses
of the Hand Fed Kind

Cartwright Advantages

SPEED—4,000 to 10,000 impressions per hour according to size of machine. (Speed on average work of the ordinary hand-fed press now in universal use, 1,000 impressions per hour.)

FLAT BED, FLAT PLATEN

PRINTS DIRECT from type or original half-tones.

**AUTOMATIC SHEET FEED
AUTOMATIC ROLL FEED
AND HAND FEED**

Interchangeable in a few minutes

MOST CONVENIENT MAKE-READY—as easy as on a "Gordon" style of press.

IMPRESSION instantly adjustable from tissue to five-eighths of an inch.

PERFECT INK DISTRIBUTION

QUALITY OF PRODUCT equal to that of the "Universal" type of press, (finest quality of press-work known).

ACCURATE REGISTER of the press is guaranteed by the square and rigid impression of the bed and platen, which are always parallel.

SIMPLE IN MECHANISM—Any intelligent pressman can run it after a few hour's instruction.

SUBSTANTIAL CONSTRUCTION—Well adapted to embossing or work requiring a heavy impression.

THE CARTWRIGHT PRESS combines the rotary principle with the flat bed, thus securing speed and at the same time eliminating the disadvantages of other rotary presses, namely: The difficulty and tediousness of make-ready and the inconvenience and expense of curved plates.

It is destined to revolutionize the job printing business, and is as great an advance over present methods of handling job press work as the type-setting machine is over hand composition.

Sign Your Answer Here



and Send it to

The Cartwright Automatic Press Co.

Sales Offices

World Building, New York, N. Y.

Composing-Room Equipment

Plus BRAINS and EXPERIENCE
is the kind we sell.

LEADING AMERICAN PRINTERS

in New York, Chicago, etc., have
placed their equipment in our hands.

10% saving on Cost of
Composition is a
conservative estimate of what we have saved
printers who use our designs.

ARE YOU SATISFIED WITH YOUR COMPOSING ROOM?

Write to us now—we quote factory prices.

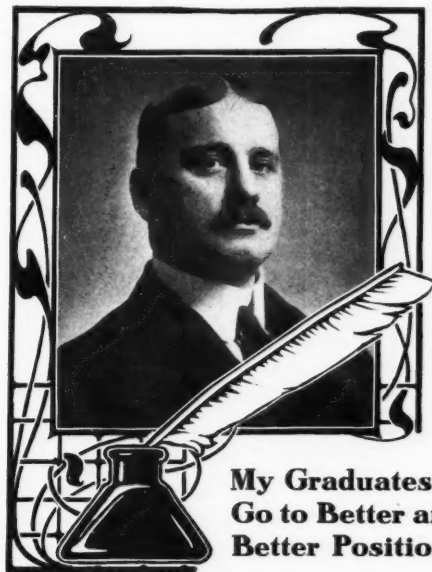
We make **BRITE-LITE**

See our advertisement in
July "American Printer."

A. F. Wanner & Co.

340-342 DEARBORN ST.

CHICAGO, ILL.



**My Graduates
Go to Better and
Better Positions**

As "a tree is known by its fruits," so the Powell System is known by its graduates' repeated successes.

Works, not words, are what count in this world, and the ambitious young man or woman who is willing to devote an hour or so daily to the study and actual practice of advertising construction, with my assistance, will be interested in the following letter from an old Powell graduate, which tells the story of demand and qualification:

My Dear Mr. Powell: New York, June 1, 1909.

You will undoubtedly be pleased to learn that I succeeded in securing the position of advertising manager with the Emil Grossman Company, manufacturers of automobile specialties, for which post you so kindly endorsed me. I am to enter their employ on the 15th inst.

While it will be expected of me to exhibit great capability and to shoulder manifold responsibilities, I am confident the Powell training has developed in me resources and qualifications that will enable me to acquit myself in a manner that shall reflect creditably upon your course of advertising instruction.

I take this occasion to recall to you that this is the fourth good connection I have been so fortunate as to secure through your kind offices; the wider experience gained in each succeeding one has tended to advance me further in the realm of advertising.

With assurances of deep appreciation of your many efforts in my behalf and extending sincerest thanks for this latest evidence of your interest in me, I remain,

Yours respectfully,

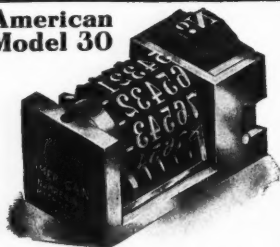
LEWIS M. SCHWARTZ,
327 East Tenth Street.

If you wish to double or quadruple your income as an advertising expert, either on salary or by conducting your own office, let me mail my fine free books—Prospectus and "Net Results."

GEORGE H. POWELL

1219 METROPOLITAN ANNEX - - - - - NEW YORK

American Model 30



No 12345

Impression of Figures

Steel throughout

Model 31—6 wheels . . \$6.00

A STRICTLY HIGH-GRADE MACHINE COMBINING
STRENGTH AND SIMPLICITY OF CONSTRUCTION
WITH ABSOLUTE ACCURACY

NEW
DESIGN

5
WHEELS

\$ **5** ⁰⁰

FULLY
GUARANTEED

AMERICAN Numbering
Machine Co.

293 Essex St., Brooklyn, New York, U.S.A.
OR THROUGH DEALERS

Write for a Sample Machine
on trial

**American
Model 30**

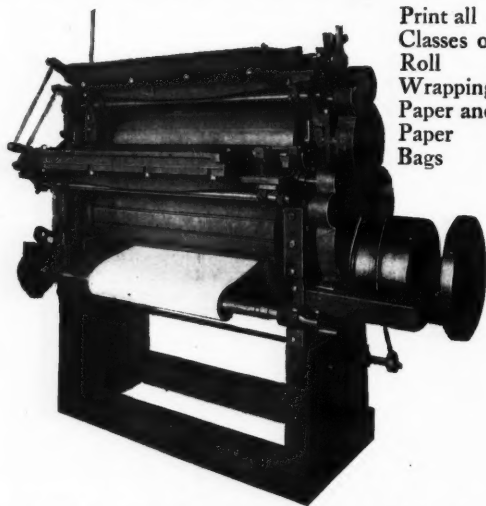


Parts Released for Cleaning and Oiling.

Steel throughout

Model 31—6 wheels, \$6.00

The Giles Rotary Printing Presses



Print all
Classes of
Roll
Wrapping
Paper and
Paper
Bags

Two-color Bag Printing Presses, Two-color Roll Wrapping-paper Printing Presses, Two-color Bag and Roll Wrapping-paper Printing Presses, One-color Roll Wrapping-paper Printing Presses, One-color Bag Printing Presses.

All classes of Stereotyping Machinery.
Special Printing Machinery designed and built.

PRINTERS' MACHINERY CO., ELKHART, IND.
U. S. A.

PEERLESS MOTORS

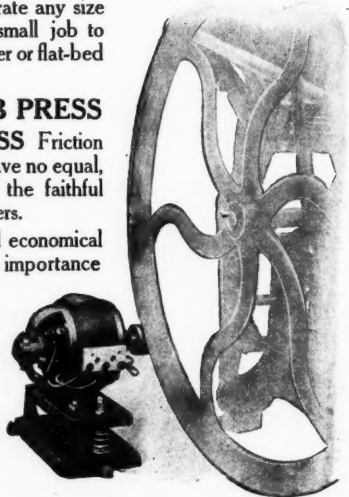
are made to operate any size press, from the small job to the largest cylinder or flat-bed press.

FOR A JOB PRESS

the **PEERLESS** Friction Drive Motors have no equal, and have stood the faithful test with all comers.

The uniform and economical service is of vital importance to the net earning capacity of your plant.

Occupies but small space, as shown in illustration. Requires no belting. The spring base prevents injuring the shaft if fly-wheel occasionally does not run true, or in case of sudden shock—all points of vital importance. Its application permits the drive to be operated with a minimum pressure between fly and friction wheels.



Send for Complete Catalogue, Prices, etc.

THE PEERLESS ELECTRIC CO.

Factory and General Offices WARREN, OHIO



Bind your Inland Printers at Home

with an **ARNOLD SECURITY BINDER**
Artistic :: Simple :: Durable

NO TOOLS, PUNCHING OR STITCHING—YOUR HANDS THE ONLY TOOLS

THE "ARNOLD SECURITY BINDER" is the modern method of keeping your magazines together and in good condition. It has the finished appearance of a bound book and is the ideal magazine cabinet, keeping the magazines fresh and in consecutive order. It can be used as a permanent binding or emptied and refilled as the magazines become out of date. A magazine can be inserted or removed at any time without disturbing the others.

Binder for One Volume, six issues, \$1.00 Two Binders, covering full year, \$1.80

Address, **THE INLAND PRINTER** 120-130 Sherman Street, CHICAGO

It's Not the Price You Pay, but the Satisfaction You Get for the Investment

We might have invented a Composing Stick that could be sold at much lower price, but times demand up-to-date appliances, in keeping, of course, with the price. There are many Sticks on the market—some are good, others not so good; but with the

STAR Composing STICK,

and its IMPROVED WEDGE LOCK, you have the "cream" of the best. A scientifically constructed Stick of high-grade polished materials, beautifully finished; popular sizes.

It saves "kicks" because no time is lost fussing around trying to set a truly rectangular form. Once set, it can not slip. It is lighter and neater, more convenient, less tiresome than any other stick. It is quickly set. Graduated to half-ems, has no eccentric movement. Can not be wedged out of measure by tight spacing. No holes to wear larger nor pins to wear smaller. Grooves will not be worn by continued use.

It has the proper allowance for "squeeze" to make lines lift when locked up with machine-set matter. It has more capacity by 6 to 8 ems than any other stick of equal size. It is the longest-lived graduated Stick made. This Stick is manufactured in both nickel-plated steel and brass. Send for our new booklet. FOR SALE BY SUPPLY HOUSES GENERALLY.

THE STAR TOOL MANUFACTURING COMPANY, 17 W. Washington St., Springfield, Ohio, U. S. A.



The Best Special Works for Lithographers, Etc.

ARE THE

ALBUM LITHO—26 parts in stock, 20 plates in black and color, \$1.50 each part.

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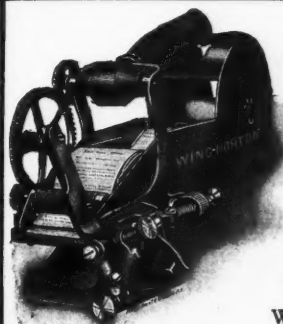
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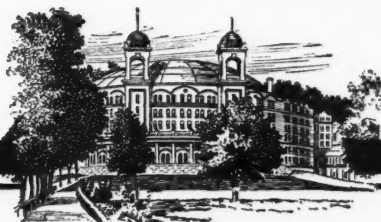
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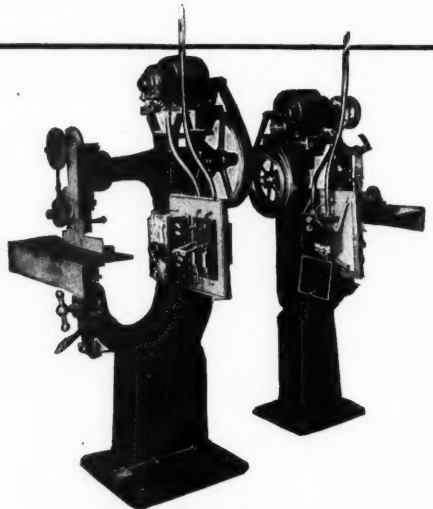
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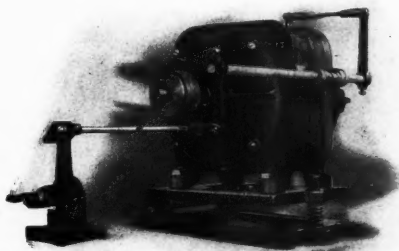
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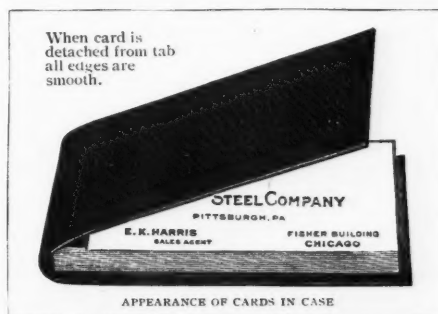
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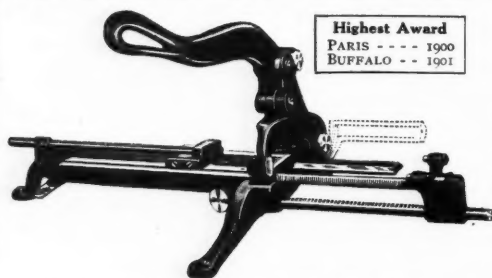


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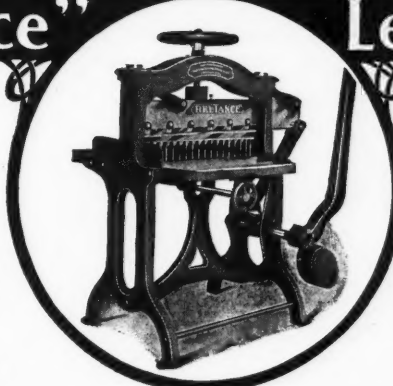
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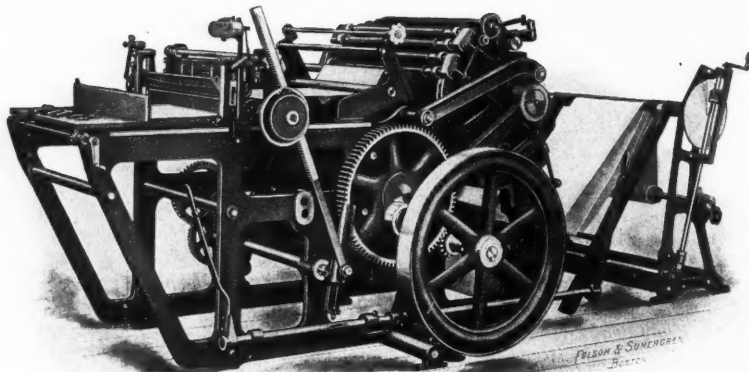
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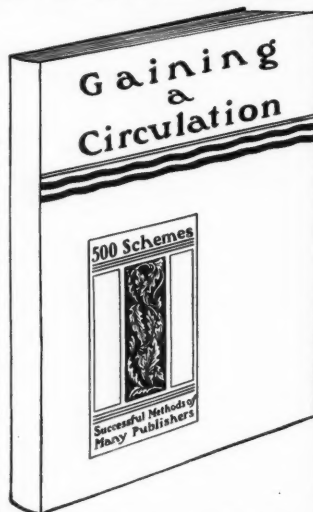
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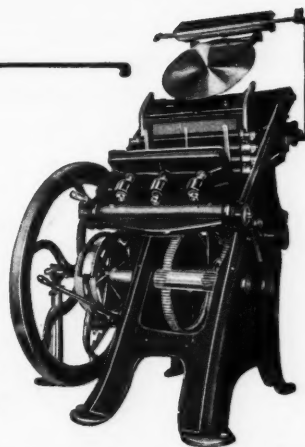
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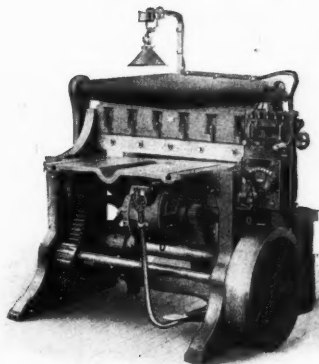
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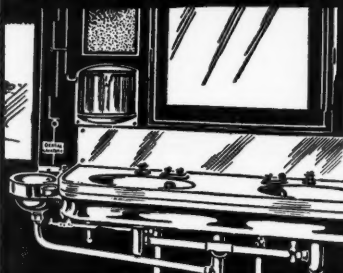
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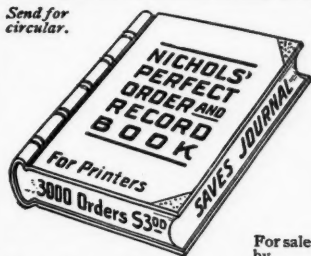
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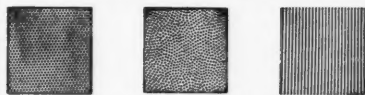
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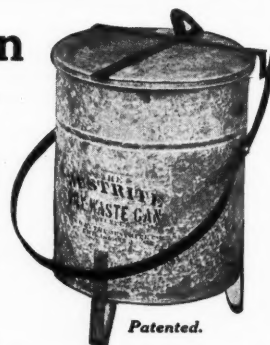
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INDEX TO ADVERTISEMENTS.

	PAGE		PAGE		PAGE
Acme Compound Co.	637	Dinse, Page & Co.	510	Paasche Air Brush Co.	603
Acme Electrotype Co.	513	Dixon, Joseph, Crucible Co.	604	Parsons Trading Co.	501
Acme Staple Co.	506	Draper & Hall Co.	505	Peerless Electric Co.	628
Adams-Bagnall Electric Co.	506	Durant, W. N., Co.	603	Peerless Printing Press Co.	513
Albemarle Paper Mfg. Co.	511	Fonderie Caslon	633	Potter Printing Press Co.	492
American Falcon Printing Press Co.	517	Freund, Wm., & Sons	501	Powell, George H.	627
American Numbering Machine Co.	628	Fuchs & Lang Mfg. Co.	482	Printer & Publisher	630
American Pressman	632	Fuller, E. C. Co.	612-613	Printers' Machinery Co.	628
American Shading Machine Co.	637	Furman, James H.	600	Process Engravers' Monthly	624
American Steel and Copper Plate Co.	525	Gilbert, Harris & Co.	509	Queen City Printing Ink Co.	486
American Tin Mounting Co.	604	Globe Engraving & Electrotype Co.	496	Riessner, T.	488
American Type Founders Co.	505	Globe Special Machinery Co.	603	Robbins & Myers Co.	488
Armstrong, Frank, Advertising Co.	604	Golding Mfg. Co.	606	Rouse, H. B., & Co.	632
Arnold Security Binder	628	Grand Trunk Railway System	624	Rowe, James	511
Associated Advertising Clubs	604	Gutenberg Machine Co.	491	Ruxton, Philip	606
Auld, Hampton	603	Hamilton Mfg. Co.	518	Scott, Walter, & Co.	623
Ault & Wiborg Co.	496	Harris Automatic Co.	489	Seybold Machine Co.	621
Auto Falcon & Waite Die Press Co.	517	Heim, Josef	629	Shepard, Henry O., Co.	520
B. & A. Machine Works	637	Hellmuth, Charles	511	Sheridan, T. W. & C. B., Co.	485
Babcock Printing Press Mfg. Co.	483	Hickok, W. O., Mfg. Co.	624	Shniwedend, Paul, & Co.	505
Barnhart Brothers & Spindler	483	Hoe, R., & Co.	616	Spatula Publishing Co.	603
Bates Numbering Machine Co.	502	Hoke Engraving Plate Co.	510	Sprague Electric Co.	507
Baxter, John S.	604	Hoke Machine & Engraving Works	507	Star Engravers' Supply Co.	637
Beck, Charles, Paper Co.	516	Indiana Chemical Co.	513	Star Tool Mfg. Co.	629
Beckett, M. J.	632	Inland Trade Press Co.	633	Stationers Engraving Co.	636
Beckett Paper Co.	614	Inland Type Foundry	501	Stiles, Charles L.	604
Beustler Electrotyping Co.	632	Inland-Walton Engraving Co.	484	System Co.	633
Binney & Smith Co.	487	Jacnecke Printing Ink Co.	509	Tarcolin	637
Bissell College of Photoengraving	604	Juengst, Geo., & Sons	488	Thalman Printing Ink Co.	503
Black-Clawson Co.	604	Juergens Bros. Co.	507	Thompson Type Machine Co.	607
Blatchford, E. W., Co.	637	Justrite Co.	638	Tucker Feeder Co.	506
Books and Utilities	640	Kast & Ehinger	511	Tyneribbon Mfg. Co.	502
Boston Printing Press & Machinery Co.	635	Keyser, E. C.	603	Ullman, Signund Co.	Cover
Bourke-Rice Envelope Co.	637	Kimble Electric Co.	631	United Printing Machinery Co.	610
British Printer	632	Kohler Brothers	497	Universal Automatic Type-Casting Machine Co.	500
Brown Folding Machine Co.	498	Latham Machinery Co.	493	Van Allens & Boughton	608
Buffum Tool Co.	609	Manhattan Press	638	Van Bibber Roller Co.	603
Burton's, A. G., Son	510	Mayer, Robert, & Co.	503	Vandercook Press	618
Butler, J. W., Paper Co.	481, 622	Mechanical Appliance Co.	634	Wanner, A. F., & Co.	627
Cabot, Godfrey L.	637	Megill, Edw. L.	631	Want Advertisements	600
Cartwright Automatic Press Co.	626	Meisel Press & Mfg. Co.	634	Warnock-Towner Co.	631
Carver, C. R., Co.	506	Menges Folder Co.	504	Wesel, F., Mfg. Co.	619
Challenge Machinery Co.	504	Merchant & Evans Co.	604	Western Electric Co.	635
Chambers Brothers Co.	490	Mergenthaler Linotype Co.	Cover	Westinghouse Electric & Mfg. Co.	639
Chandler & Price Co.	500	Miehle Printing Press & Mfg. Co.	Cover	Whitaker Paper Co.	496
Chicago & Alton	636	Mittag & Volger	637	White, James, Paper Co.	502
Coes, Loring, & Co.	499	Mittineague Paper Co.	514	Whitlock Printing Press Mfg. Co.	512
Colonial Co.	604	Monitor Sales Department	604	Whitmore Mfg. Co.	637
Cottrell, C. B., & Sons Co.	504	Monon Route	620	Wiggins, John B., Co.	631
Crane, Z. & W. M.	625	Morrison, J. L., Co.	511	Williams Brothers Co.	637
Dennison Mfg. Co.	617	Morse Gage Pin Co.	638	Williamson-Haffner Engraving Co.	605
Detroit & Cleveland Navigation Co.	636	National Machine Co.	502	Wing, Chauncey	629
Detroit Sulphite Pulp & Paper Co.	630	National Steel & Copper Plate Co.	637	Wire Loop Mfg. Co.	603
Deutscher Buch- und Steindruck	633	Oswego Machine Works	515	Wood & Nathan Co.	611
Dexter Folder Co.	494-495, 508			Woronooc Paper Co.	519
Dick, Rev. Robert, Estate	624			Wroe, W. E., & Co.	520

TABLE OF CONTENTS—JULY, 1909.

PAGE		PAGE		PAGE	
American Numbering Machine Co.	597	ELECTROTYPING AND STEREOTYPING:		Reduction of Ink	568
American Falcon Printing Press Co.	596	Backings Metal not Sticking to Shell	581	Removing Copying-ink from Rollers	568
American Typefounders Company	596	Electrotypes from Electrotype	583	Tympan for Cover Form	568
Anthony Got the Whisky; Who Paid for It?	553	Honeycomb Plates	581	Wrinkling of Label Stock	569
Aquatint Grain	579	Matrix, Machine vs. Hand-made	581	Prince of Wales and the Printers	538
Automatic Feeders	568	Nickel, Depositing, on Wax Mold	581	Printer and His Claims	541
Bells, Proper Care of	529	Steel Electrotype	581	Printers' Advertising	537
Bingham Plant, Removal of	587	Zinc, Removing, from Stereo Metal	581	Printers' National Baseball Tournament	591
Blue-prints for Colorwork	579	Employing Printers, Convention of	578	Printers' Pic	588
Book Building, Library Exhibition of	543	Envelope-makers; How It Is with the	565	Prize Winners at Boston School	585
Book-plates by Emil Pretorius	536	Envelope-makers Organize	590	Process and Product	585
BOOK REVIEW:		Etching Counters from Type-design	579		
Electrotyping	595	Etching Machine of Eighteenth Century	584	PROCESS ENGRAVING:	
Modern Presswork	595	Evolution in Language	544	Aquatint Grain	579
Stereotyping	595	Express Companies and the Postoffice	538	Blue-prints for Colorwork	579
Brimmer Font, A Page from	524	Four-color Process	580	Cements for Processworkers	580
Brown, T. B., for Kansas State Printer	590	Galvanoplasty	579	Double Printing of Line and Half-tone	579
Business Death Rate, To Curtail	594	Government Printing Office Economy	589	Etching Counters from Type-design	579
BUSINESS NOTICES:		Hannibal <i>Courier-Post</i>	574	Four-color Process	580
American Falcon Printing Press Co.	596	History of Paper	549	Galvanoplasty	579
American Typefounders Co.	596	Home Market Idea in Chicago	565	Panchromatic Collodion Emulsion	580
American Numbering Machine Co.	597	Honeycomb Plates	581	Turning Dry-plate Negatives	579
Cartwright Automatic Job Press	598	Incidents in Foreign Graphic Circles	555	Wet and Dry Plate Negatives, Comparative Output	579
Cottrell Sheet-feed Rotary Press	598	International Pressmen's Union Convention	540		
Daniels, Ralph	596	International Photographic Exposition	555	PROOFROOM:	
F. Wesel Manufacturing Co.	596	I. T. U. Gets Diploma for White Plague Campaign	588	Come or Comes	586
Joseph Dixon Crucible Co.	597	Japanese Wood Engravings	531	Dividing Words	586
Mono-sheet Feed	597	Jon Composition	558	References	586
Sinclair & Valentine Co.	596	Kansas State Printer	590	Reduction of Ink	568
Thompson Typesetting Machine	599	Labels, Dieing Out by Band Saw	585	Removing Copying-ink from Rollers	568
Wetter Numbering Machine	598	Linotypes, Duty on	538	Responsibility of Printers	567
W. E. Wroe & Co.	597	Liquor Laws	588	Rogers, Bruce, Typographic Studies of	521
Cartwright Automatic Job Press	598	Lithograph Plants, Consolidation of	587	Rules of Seventeenth Century Printing-office	594
Caxton's Books, Sale of	584	LONDON NOTES	554	Sinclair & Valentine Company	596
Cements for Processworkers	580	MACHINE COMPOSITION:		Short Sermon for Printers	566
Census Director North	539	Broken Springs	562	Socialism Not Destroyer of Unions	553
Chicago Master Typesetters' Association	589	Bruised Matrices	562	Specimen Printer's Advertisement	541
Chicago Union Printers' Club	557	Ejector	563	Steel Electrotype	581
Circulation, Definite Plans for Increasing	577	Lock-up	562	Teaching an Apprentice to Set Ads	573
Cleveland Technical High School	574	Low Letters	562	Teaching Backward Children Typesetting	599
Compositors for Free Paper	587	Patents on Composing Machinery	563	Thompson Typesetting Machine	599
CORRESPONDENCE:		Marathon Printing-press	555	Trade-paper Men and Sales Managers	589
Anthony Got the Whisky; Who Paid for It?	553	Mechanical Method and Cost Systems	532		
National Daylight Movement	553	Minneapolis Ben Franklin Club	587	TRADE NOTES:	
Socialism Not Destroyer of Unions	553	Mono-sheet Feed	597	American Typefounders Company Expansion	587
COST AND METHOD:		Montaigne Types	526	Bingham Plant, Removal of	587
Cost Systems vs. Management	564	Mounds for Process Cuts	569	Chicago Master Typesetters' Association	589
Envelope-makers; How It Is with the	565	National Daylight Movement	553	Compositors for Free Paper	589
Home Market Idea in Chicago	565	National Editorial Association Convention	538, 575	Cuban Printers, Organizing	589
Short Sermons for Printers	566	News Element in Advertising	533	Detroit Centenary of Printing	590
Responsibility of Printers	567	New Orleans Printers' Banquet	588	Eight-hour Fight in Great Britain	590
Union Official on Trade Abuses	566	NEWSPAPER WORK:		Envelope-makers Organize	590
Cost Problem, Old Bill Discusses the	546	Advertising Rates, Maintenance of	572	Government Printing Office Economy	589
Cottrell Sheet-feed Rotary Press	598	Ad-setting Contest No. 27	572	I. T. U. Gets Diploma for White Plague Campaign	588
Cuban Printers, Organizing	589	Ad. Display, Good	575	John Macintyre	588
Daniels, Ralph	596	Attracting Attention of Advertisers	574	Lithographic Plants, Consolidation of	587
Decorative Material, Use of	558	Cleveland Technical High School	574	Liquor Laws	588
Detroit Centenary of Printing	589	Hannibal <i>Courier-Post</i>	574	Minneapolis Ben Franklin Club	587
Dividing Words	586	Canadian Journalism, History of	571	New Orleans Printers' Banquet	588
EDITORIAL NOTES:		National Editorial Association Convention	575	New York Printers' Rambling Club	588
Census Director North	539	Newspaper Criticisms	574	New York Typographical Union Election	589
Enterprise	537	Notes of the Associations	571	Printers' and Stereotypers' Conventions	587
Express Companies and the Postoffice	538	Open-space Contracts	572	Printers' Pic	588
International Pressmen's Union Convention	540	Steamboat Springs Pilot	574	Prosperous Spring for New York Printers	590
Linotypes, Duty on	538	Teaching an Apprentice to Set Ads	573	Show Window, The	588
Macintyre, John, Retirement of	539	Winona <i>Republican-Herald</i>	573	Trade-paper Men and Sales Managers	589
National Editorial Convention	538	New York Typographical Union Election	589	University Missourian	588
Prince of Wales and the Printers	538	Offsetting of Process Inks	568	West Virginia Printing Bill	588
Printers' Advertising	537	Panchromatic Collodion Emulsion	580	"What Is the Matter with the Printing Business?"	587
Union Politics and Craft Pride	538	Patents on Composing Machinery	563	Tympan for Cover Form	568
United Typothetae Convention	537	Perforating Rule on Platen Press	568	Typothetae Convention Program	591
EDITORIAL AND PUBLISHERS' ASSOCIATIONS, DIRECTORY OF	570	Photogravure for Advanced Students	529	Union Printers' Club of Chicago	537
EDUCATION:		Photogravers' Convention	584	United Typothetae Convention	537
Prize Winners at Boston School	585	Pretorius, Book Plates by	537	Value to Printing, Elements that Give	521
Process and Product	585	PRESSROOM:		West Virginia Printing Bill	588
Teaching Backward Children Typesetting	585	Automatic Feeders	568	Wet and Dry Plate Negatives, Comparative Output	579
Eight-hour Fight in Great Britain	590	Mounts for Process Cuts	569	Wetter Numbering Machine	598
		Offsetting of Process-inks	568	"What Is the Matter with the Printing Business?"	587
		Perforating Rule on Platen Press	568	Winona <i>Republican-Herald</i>	573
				Wisconsin Franklin Club Annual Dinner	592
				Wrinkling of Label Stock	569
				Zinc, Removing, from Stereo Metal	581

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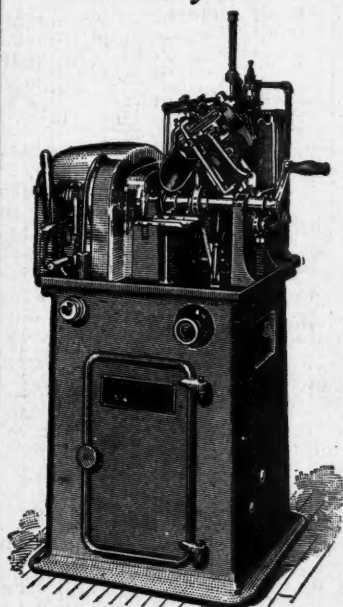
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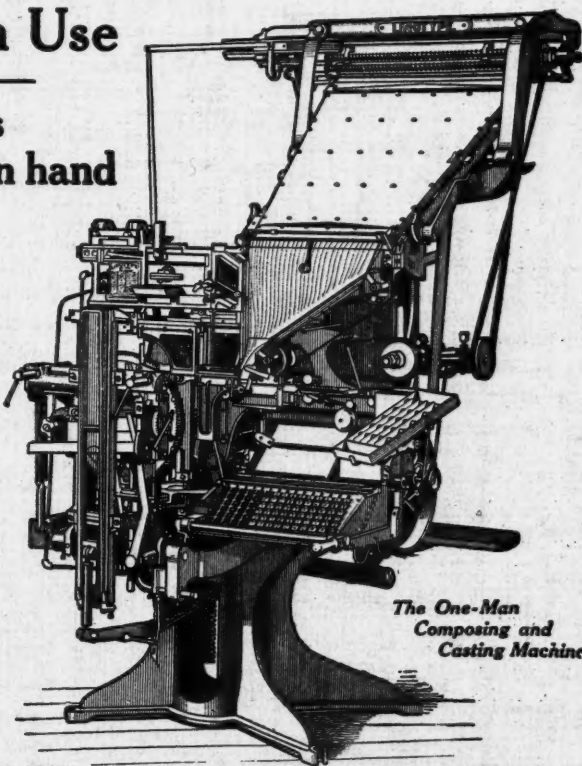
Price, with one mold, \$1,400
F. O. B. CHICAGO

QUICK-CHANGE LINOTYPE

For all composition up to and
including 14-point, use
"The Slug-set Way"

For all display matter between
14-point and 36-point, make your
own type on the

NUERNBERGER-RETTIG
TYPECASTER



*The One-Man
Composing and
Casting Machine*

MAKES ACCURATE TYPE that does not warp — that is not hollow. **Standard faces in all sizes.**

Molds for Compositype matrices. Molds for Linotype matrices.

In successful use by Rand, McNally & Co., Chicago, and other printers, nearly two years.

MERGENTHALER LINOTYPE COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

PARIS

SYDNEY, N. S. W.
WELLINGTON, N. Z.
MEXICO CITY, MEX.

} Parsons Trading Co.

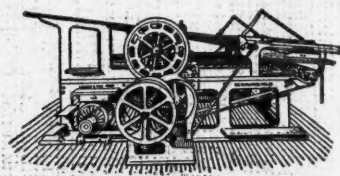
TORONTO—The Mergenthaler Co., Ltd.
CAPE TOWN—John Haddon & Co.

STOCKHOLM—Aktiebolaget Amerikaniska Sattmaskiner

HAVANA—Francisco Arredondo
TOKIO—Teijiro Kurosawa
ST. PETERSBURG—Leopold Heller

The Miehle

The following is a list of
Miehle Presses
shipped during the month of
May, 1909



THIS LIST SHOWS THE CONTINUED DEMAND FOR MIEHLE PRESSES.

Union Printing Co.....Denver, Colo. 2
The T. Eaton Co.....Toronto, Can. 3

Previously purchased five Miehles.

Review & Herald Pub. Assn.....Takoma Park, D. C. 1
Previously purchased ten Miehles.

The Alexander Press.....New York City..... 1
The Currier Pub. Co.....Chicago, Ill. 2
Previously purchased two Miehles.

The O. & W. Thum Co.....Grand Rapids, Mich. 1
The Findlay Pub. Co.....Findlay, Ohio 1
E. G. Burbank.....Atchison, Kan. 1
Plateau Freres.....Lille, France 1
Wefers & Co.....St. Petersburg, Russia 1
Rochester Printing Co.....Rochester, N. Y. 1
Previously purchased three Miehles.

Whittier State School.....Whittier, Cal. 1
American Type Founders Co.....Seattle, Wash. 1
Tichnor Bros.Boston, Mass. 1
Nathan Sawyer & Son.....Boston, Mass. 1
Previously purchased one Miehle.

Westinghouse Elec. & Mfg. Co....Pittsburg, Pa. 1
Previously purchased two Miehles.

Jno. C. Burmeister Ptg. Co.....Chicago, Ill. 1
Previously purchased two Miehles.

Edwin E. Bryan Ptg. Co.....Cleveland, Ohio 1
Tri-City Litho. & Ptg. Co.....Davenport, Iowa 1
Publishers Press.....Boston, Mass. 1
Previously purchased two Miehles.

Barry & Farnam.....New York City..... 1
Previously purchased one Miehle.

Wallace & Cadick.....Washington, D. C. 2
Previously purchased one Miehle.

Southgate Press.....Boston, Mass. 1
R. R. Donnelley & Sons Co.....Chicago, Ill. 6
Previously purchased thirty-eight Miehles.

Merchants Pub. Co.....Kalamazoo, Mich. .. 1
Previously purchased five Miehles.

Ascarra y Solana.....Madrid, Spain 1
Rand-Avery Supply Co.....Boston, Mass. 1
Previously purchased six Miehles.

Public Press, Ltd.....Winnipeg, Man. 1
American Book Printing House...New York City..... 1
Previously purchased two Miehles.

Volkszeitung Job Ptg. Co.....St. Paul, Minn..... 1
Previously purchased one Miehle.

The Findlay Courier Co.....Findlay, Ohio 1
Previously purchased one Miehle.

The Studio Print Shop.....Chicago, Ill. 1
The Edwards Co.....Youngstown, Ohio... 2
The Office Supply & Ptg. Co.....Cleveland, Ohio.... 1
Jac. Schnabl & Co.....Vienna, Austria 1
Previously purchased one Miehle.

H. G. Adair.....Chicago, Ill. 1
Previously purchased two Miehles.

The Jamison Ptg. Co.....Chicago, Ill. 1
Chasmar-Winchell Press.....New York City..... 1
Previously purchased four Miehles.

Wright & Potter Ptg. Co.....Boston, Mass. 1
Previously purchased nine Miehles.

Webb Publishing Co.....St. Paul, Minn..... 1
Previously purchased seven Miehles.

Quadri Color Co.....New York City..... 2
Previously purchased fourteen Miehles.

Total Shipments for May, 1909, 53 Miehle Presses

For Prices, Terms and Other Particulars, address

The Miehle Printing Press & Mfg. Co.

Factory, COR. FOURTEENTH AND ROBEY STREETS,
(South Side Office, 274 Dearborn Street)

CHICAGO, ILL., U. S. A.

New York Office, 36 Park Row.
Berlin, Friedrichstrasse 16

Philadelphia Office, Commonwealth Bldg.

Boston Office, 164 Federal Street.
179 Rue de Paris, Charenton, Paris.

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